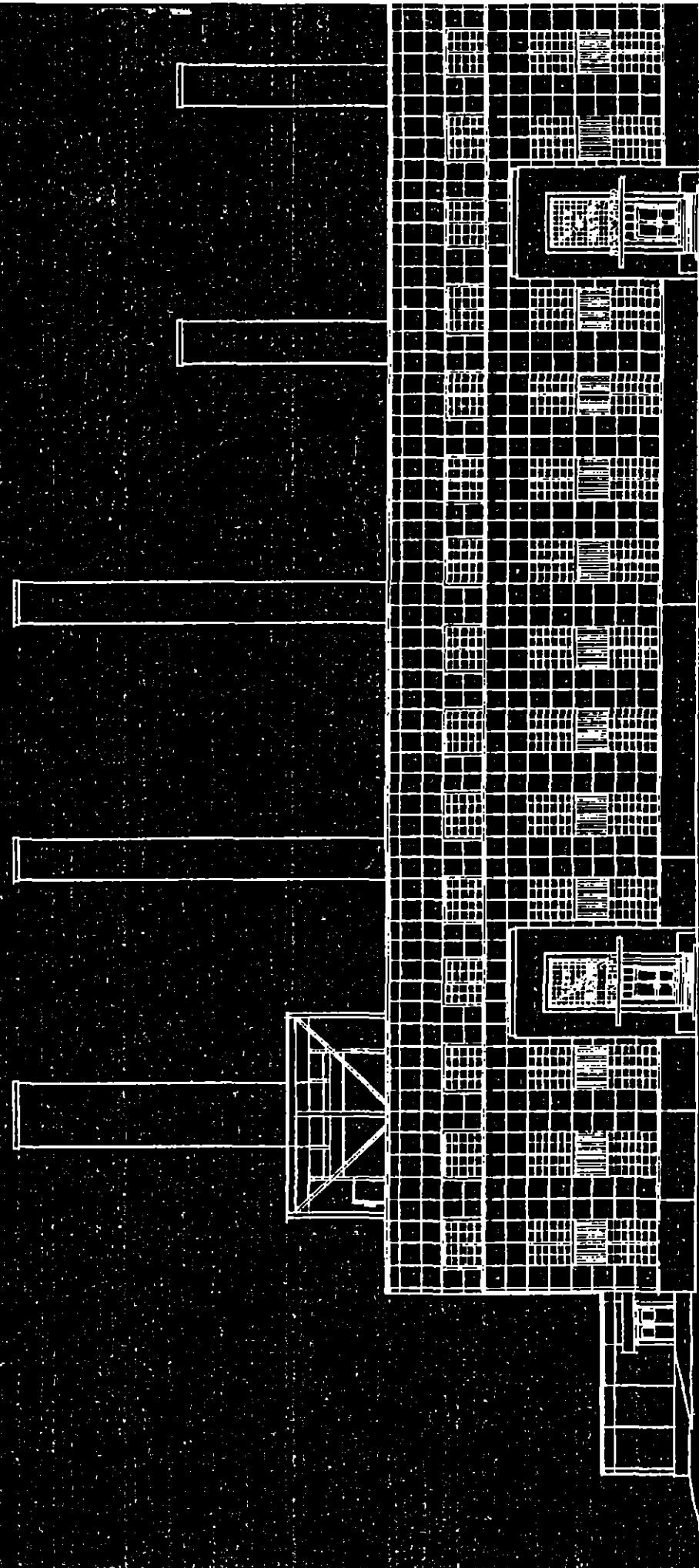


**Seaholm Power, LLC**

**Presentation to the Austin City Council**

**February 17, 2005**



**SEAHOLM POWER, LLC**

#42

02-17-05

Trammell Crow Company  
Stratus Properties  
Pedernales Recording

**SEAHOLM: THE ECONOMIC POWER OF MUSIC**

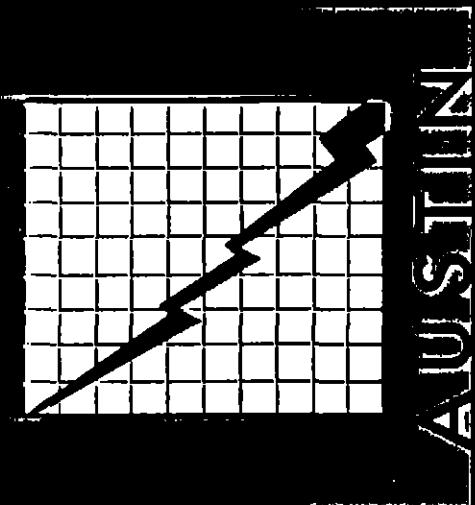
**City Council: February 17, 2005**  
**Item #: 42**

1. Partners
2. Pictures: Existing Conditions
3. Importance of Surrounding Space
4. Aerial Showing Seaholm as Hub
5. Seaholm: Developed
6. Perspectives
7. Architectural Plans
8. Economic Impact
9. A New Destination for Austin



# Seaholm:

## The Economic Power of Music

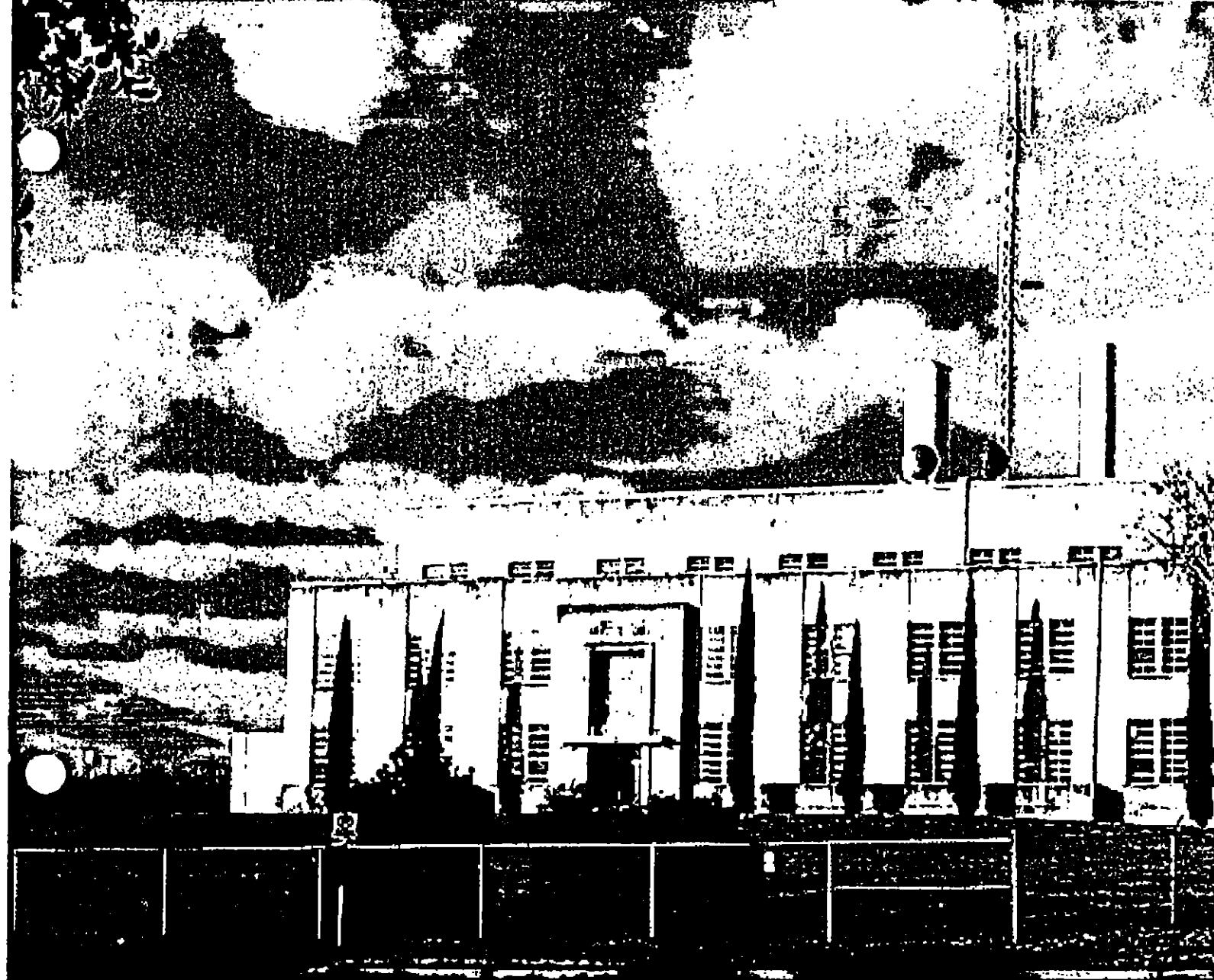


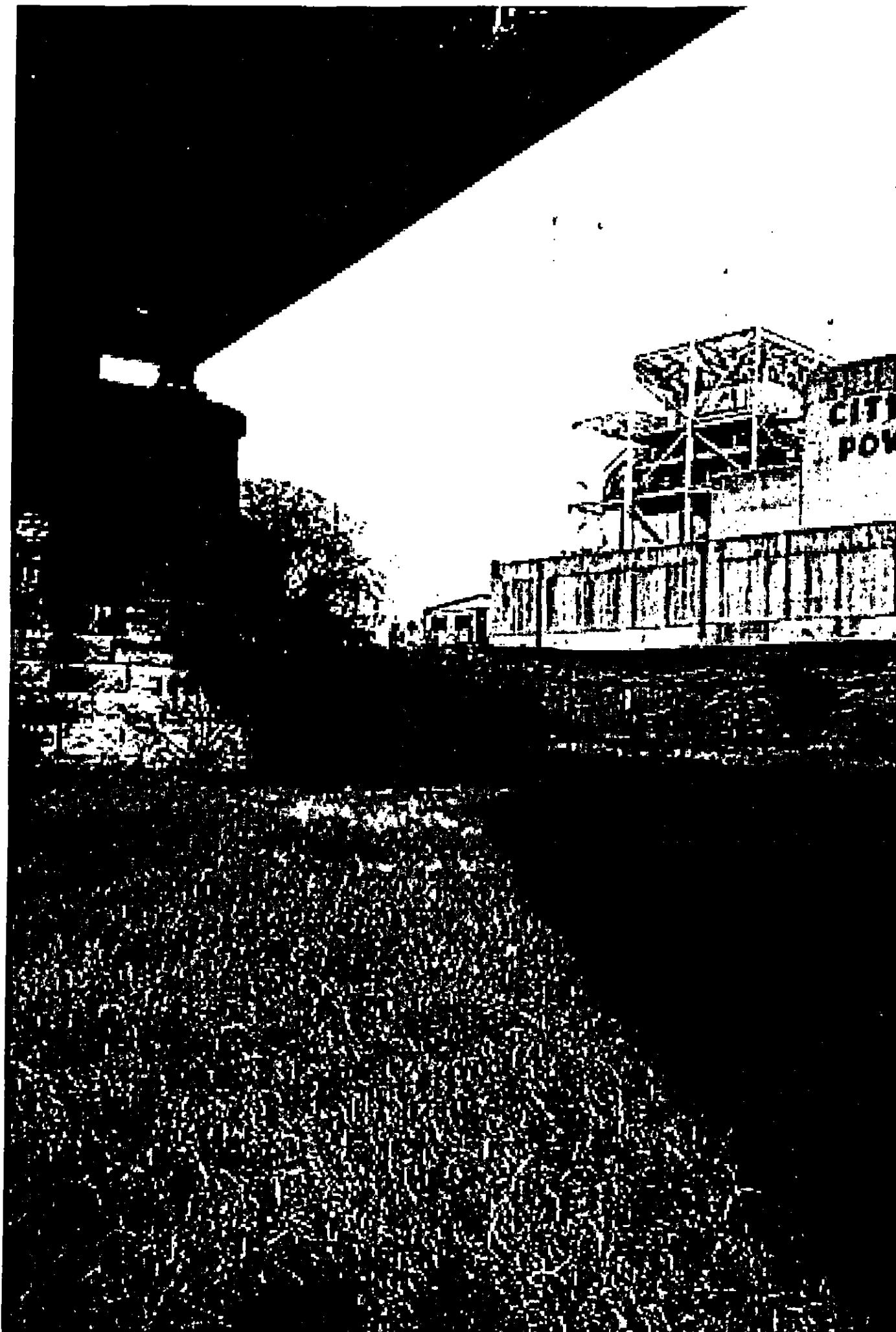
 STRATUS

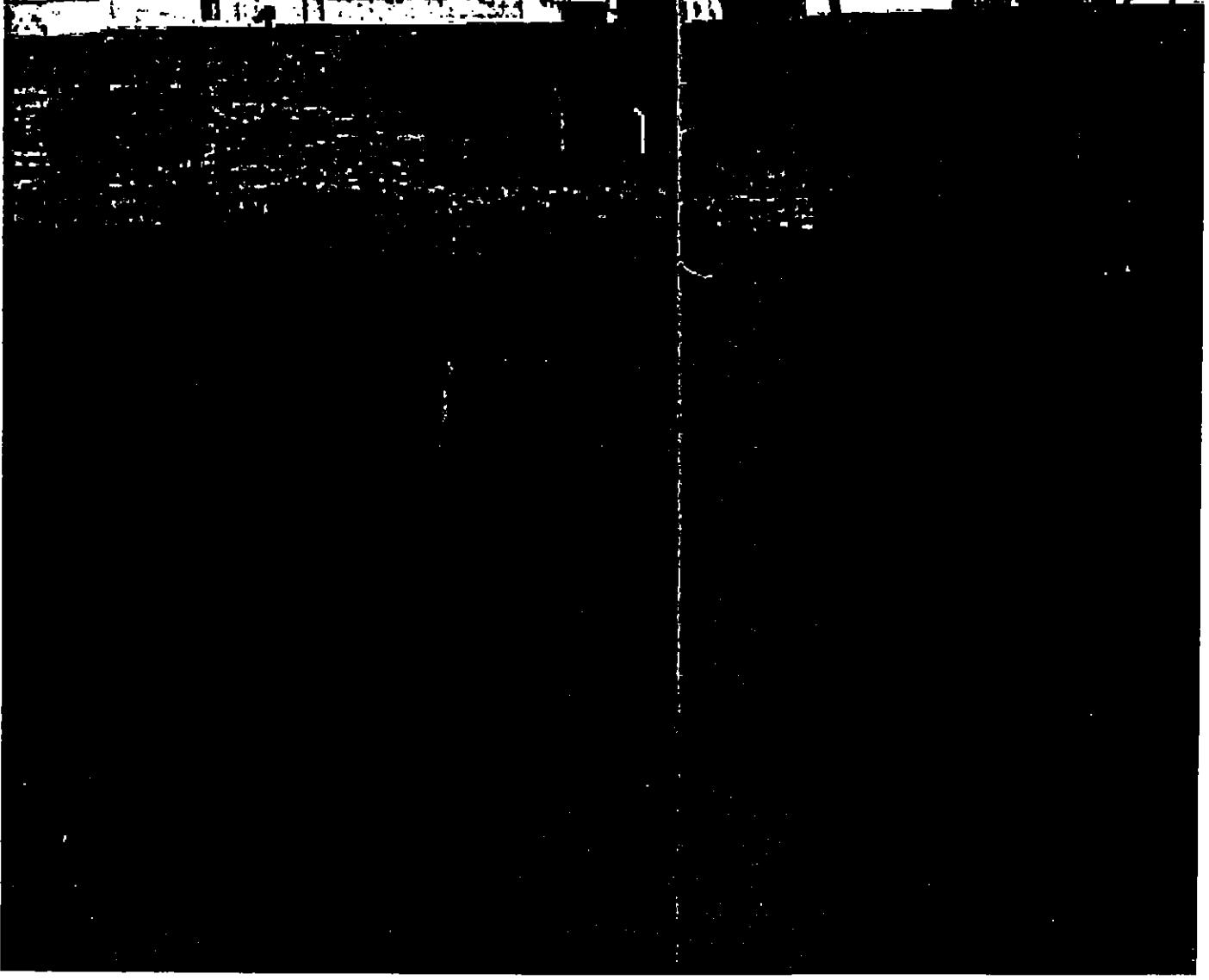
Trammell Crow Company

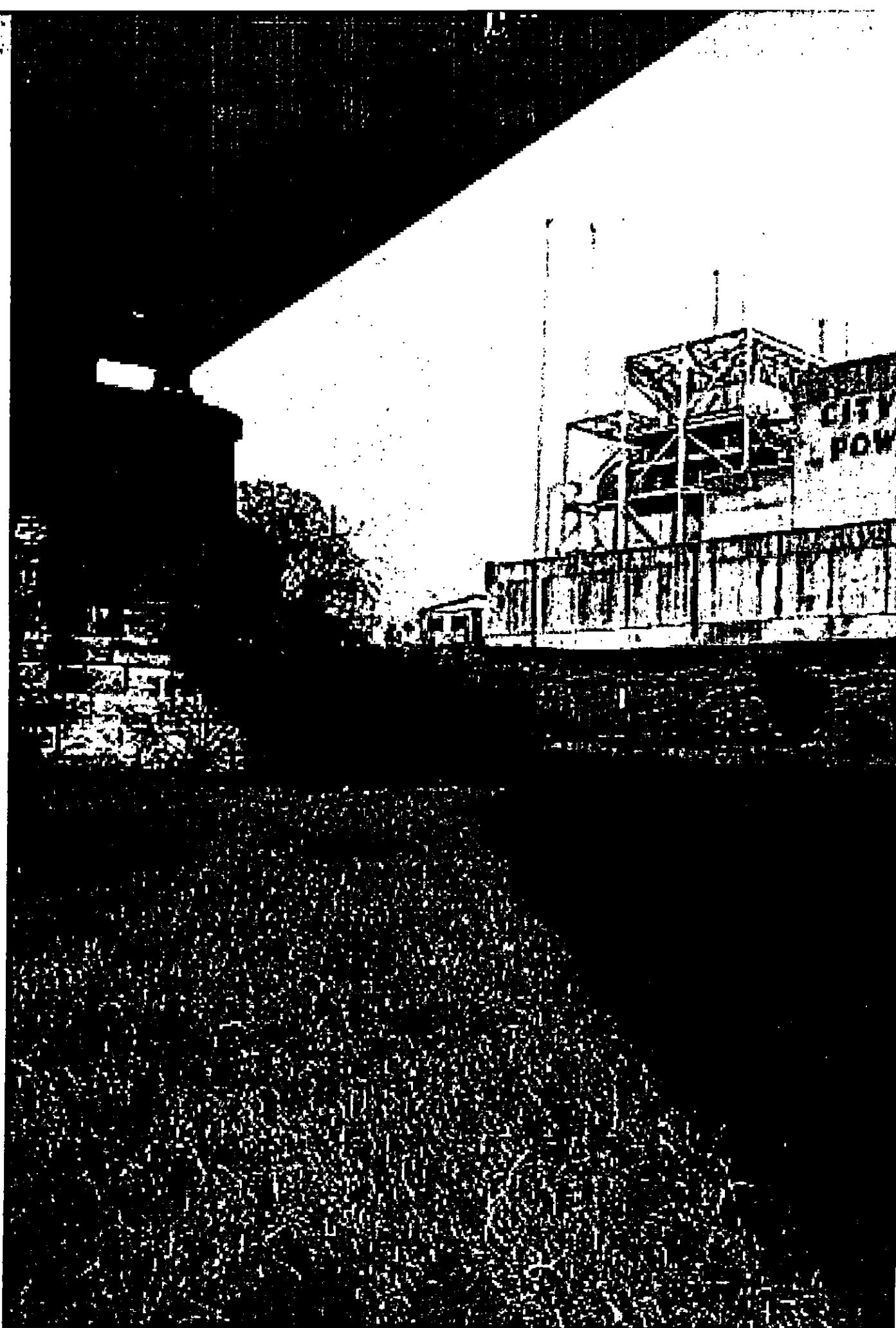




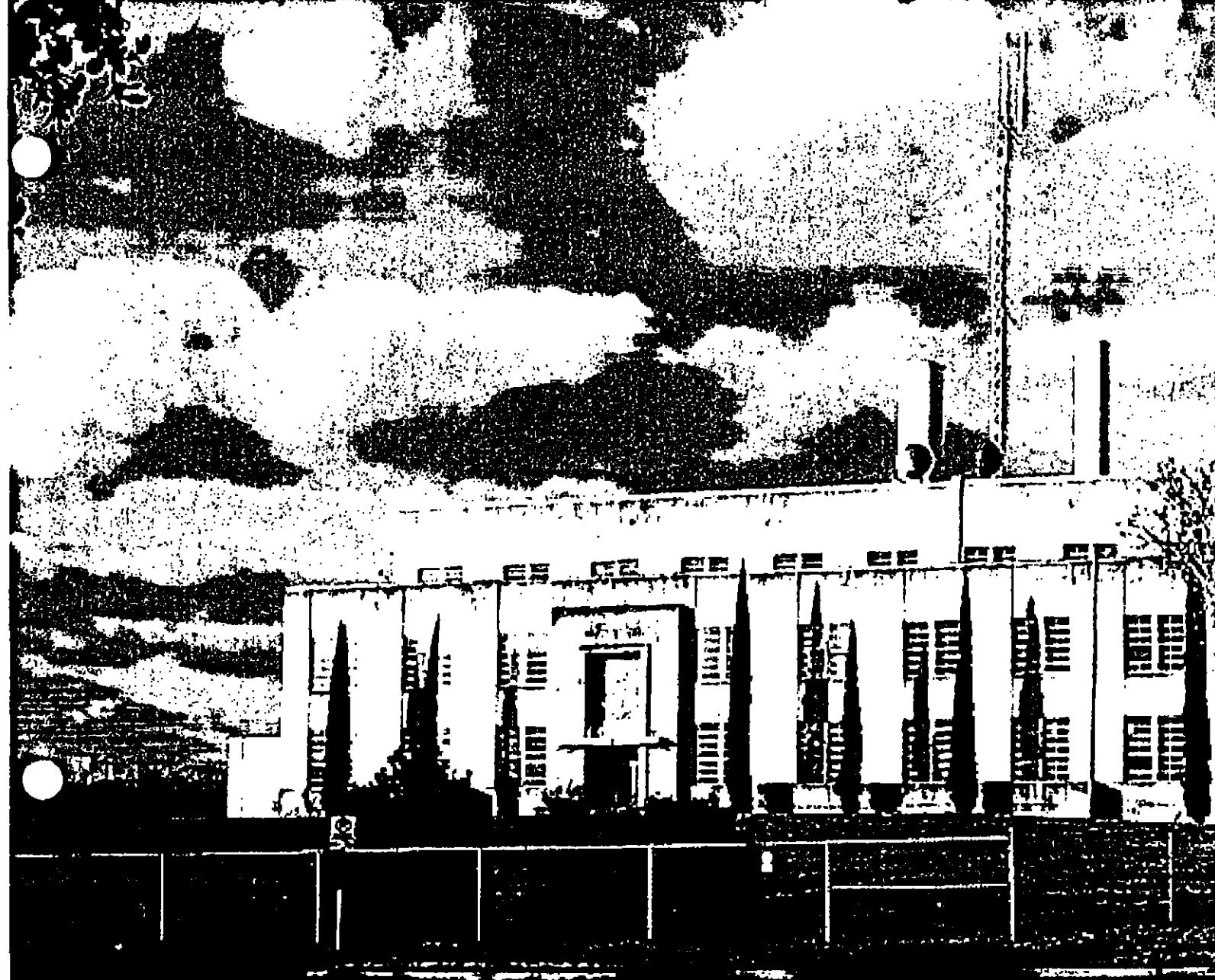




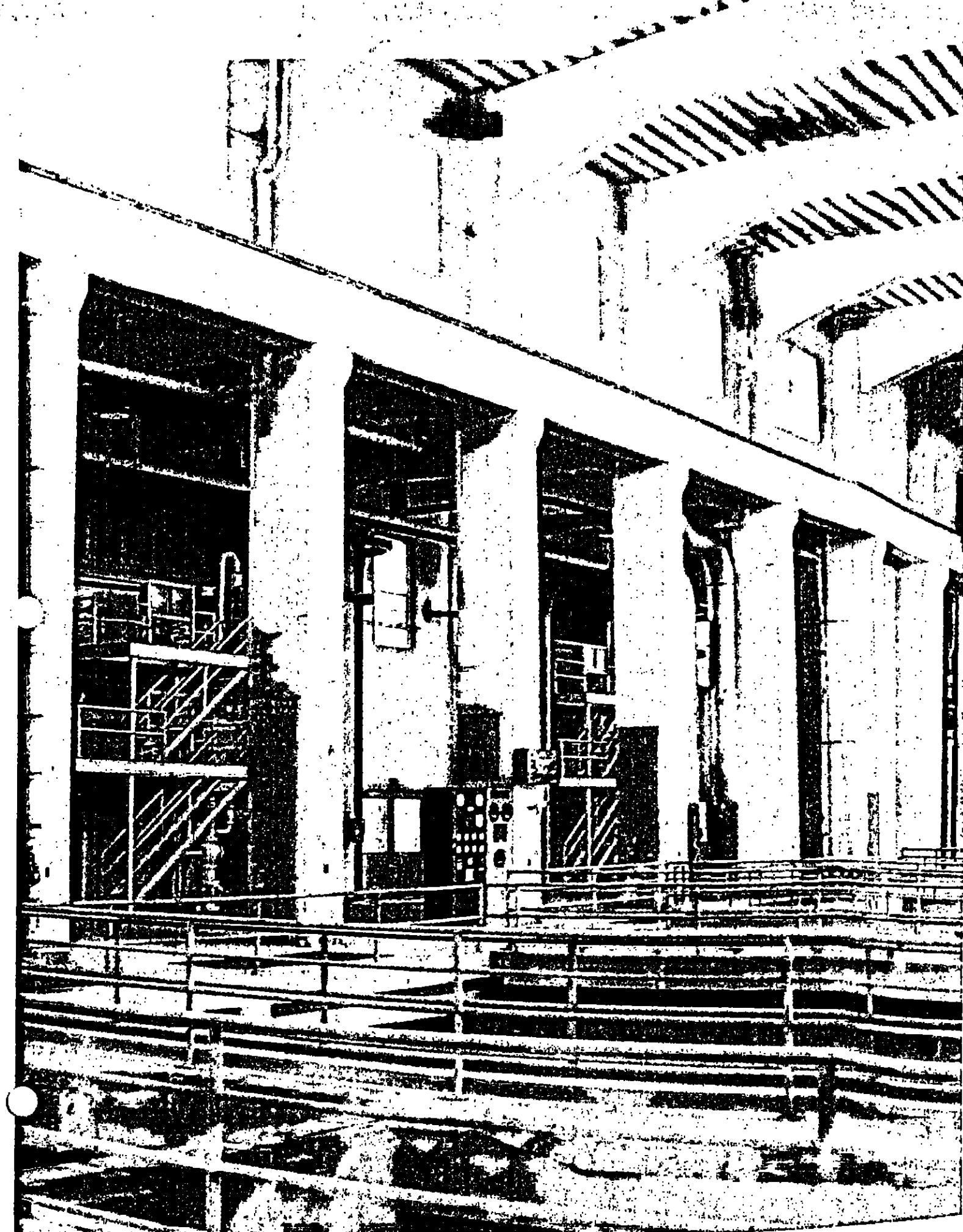


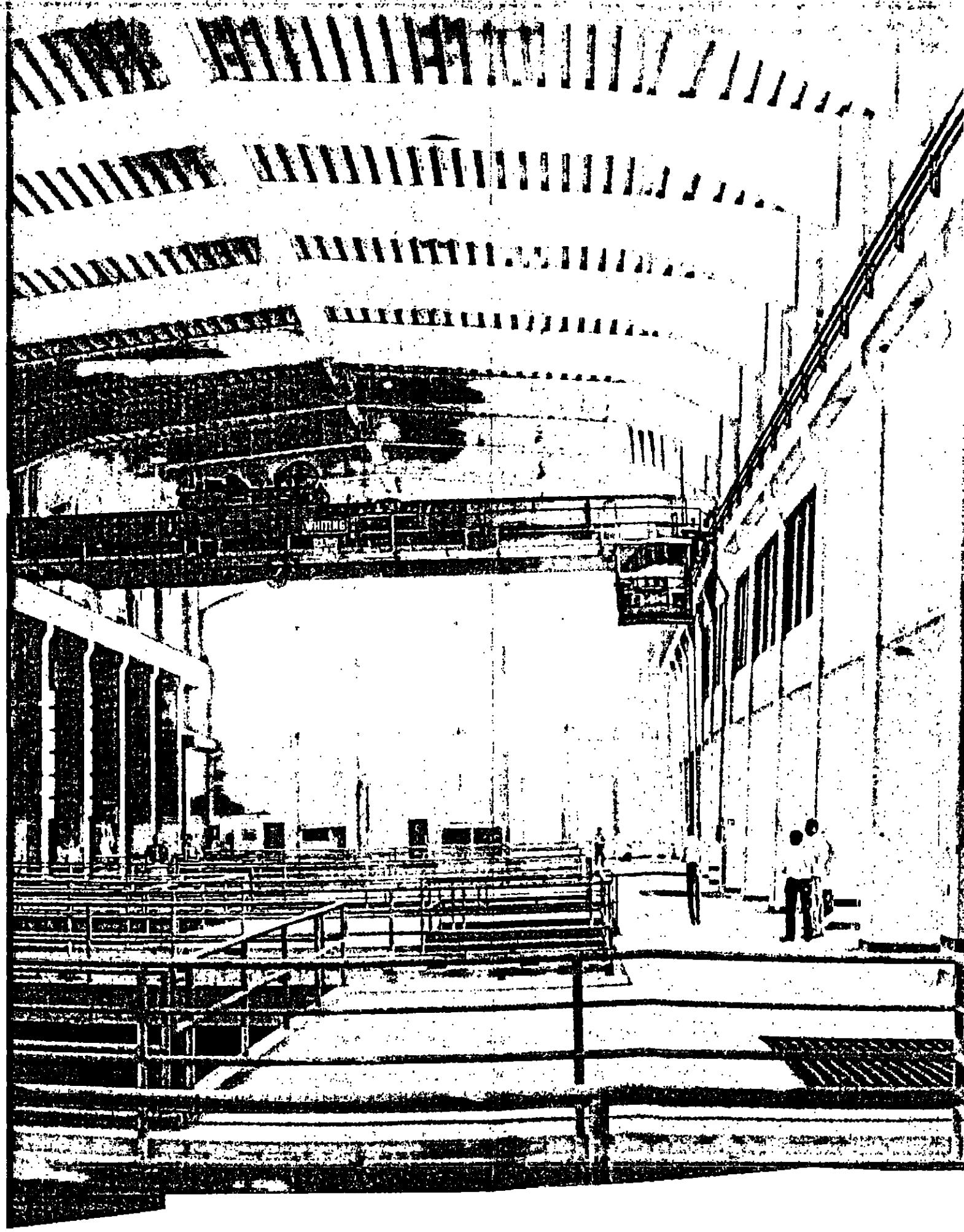


CITY OF ASTORIA  
POWER PLANT

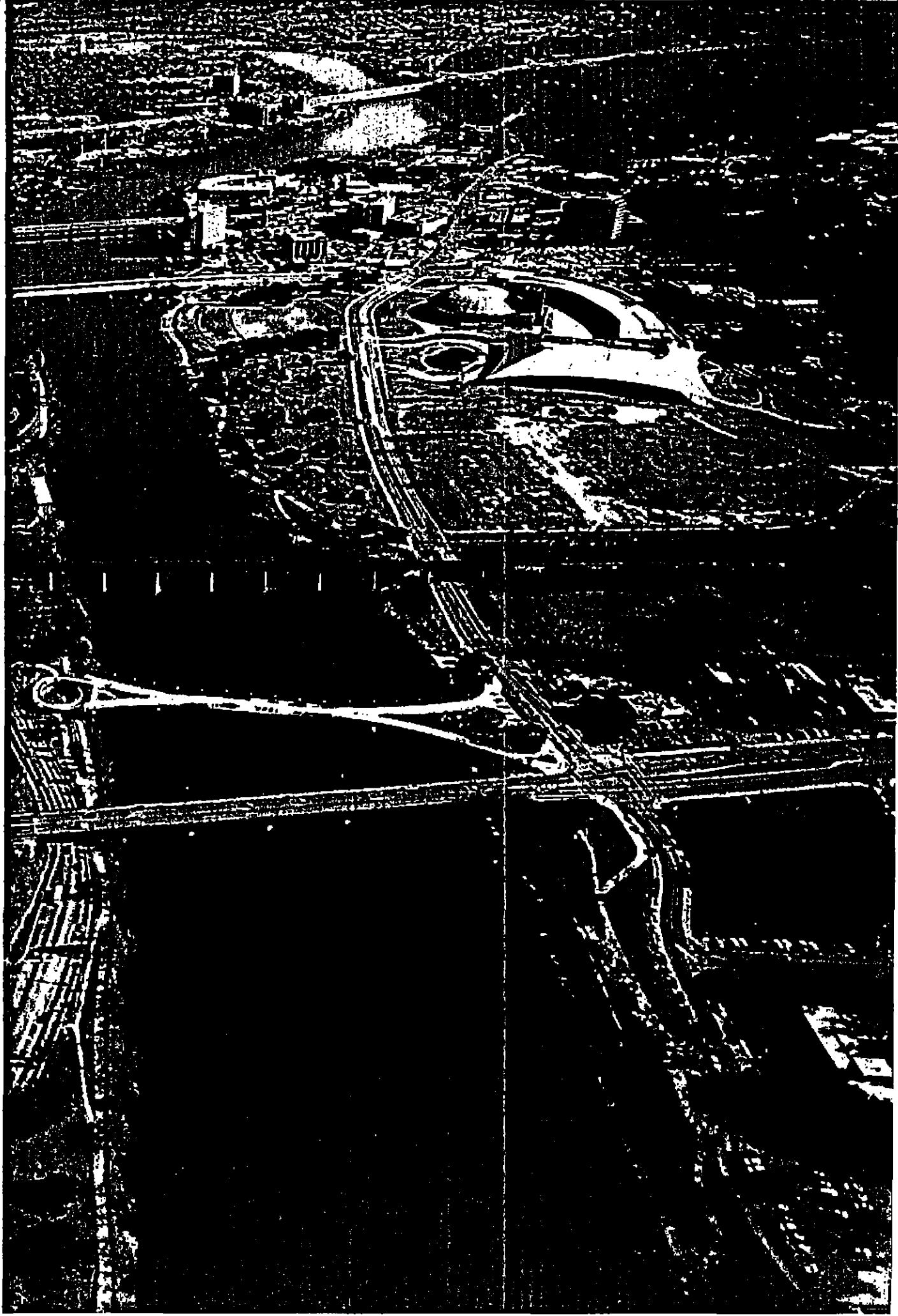


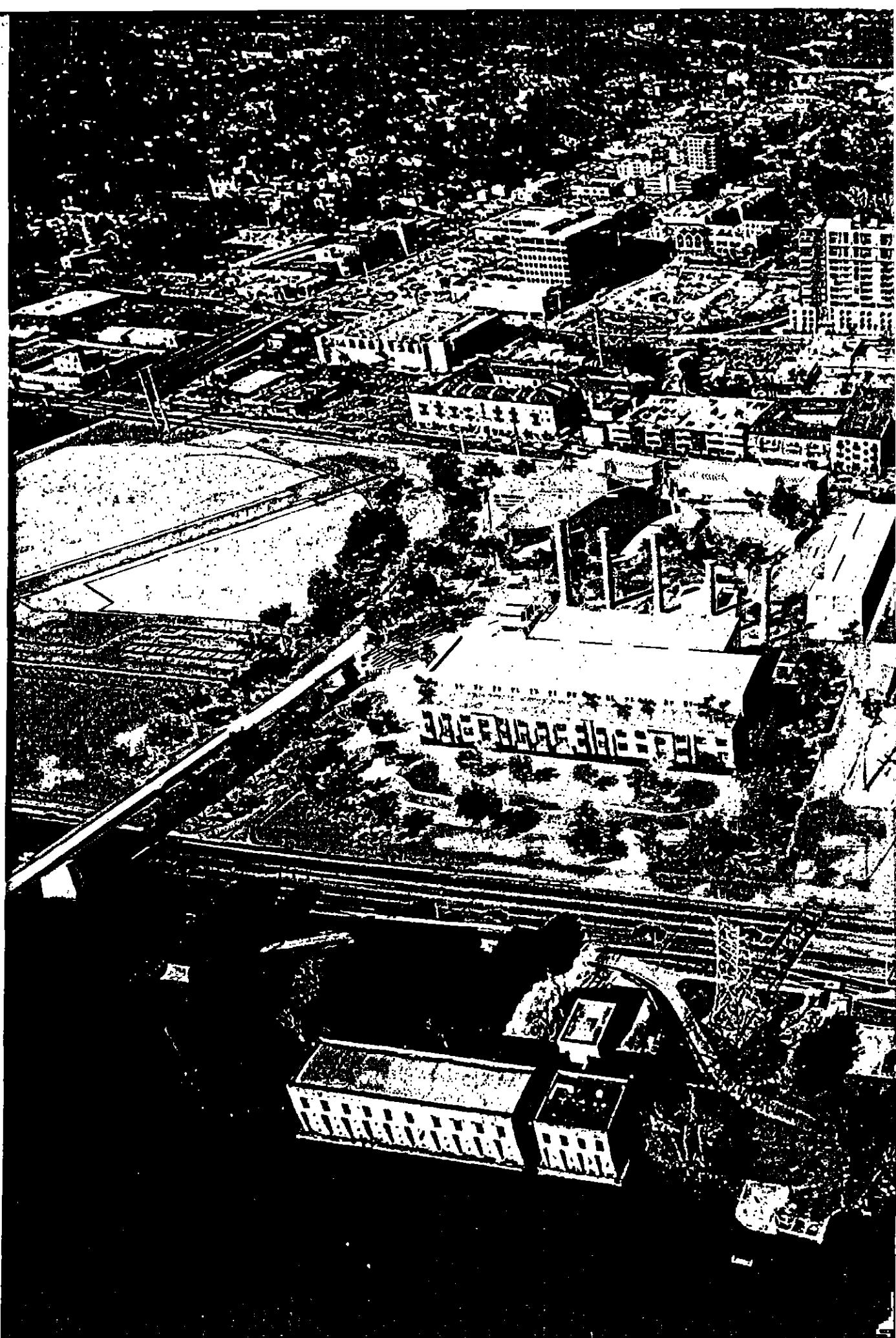


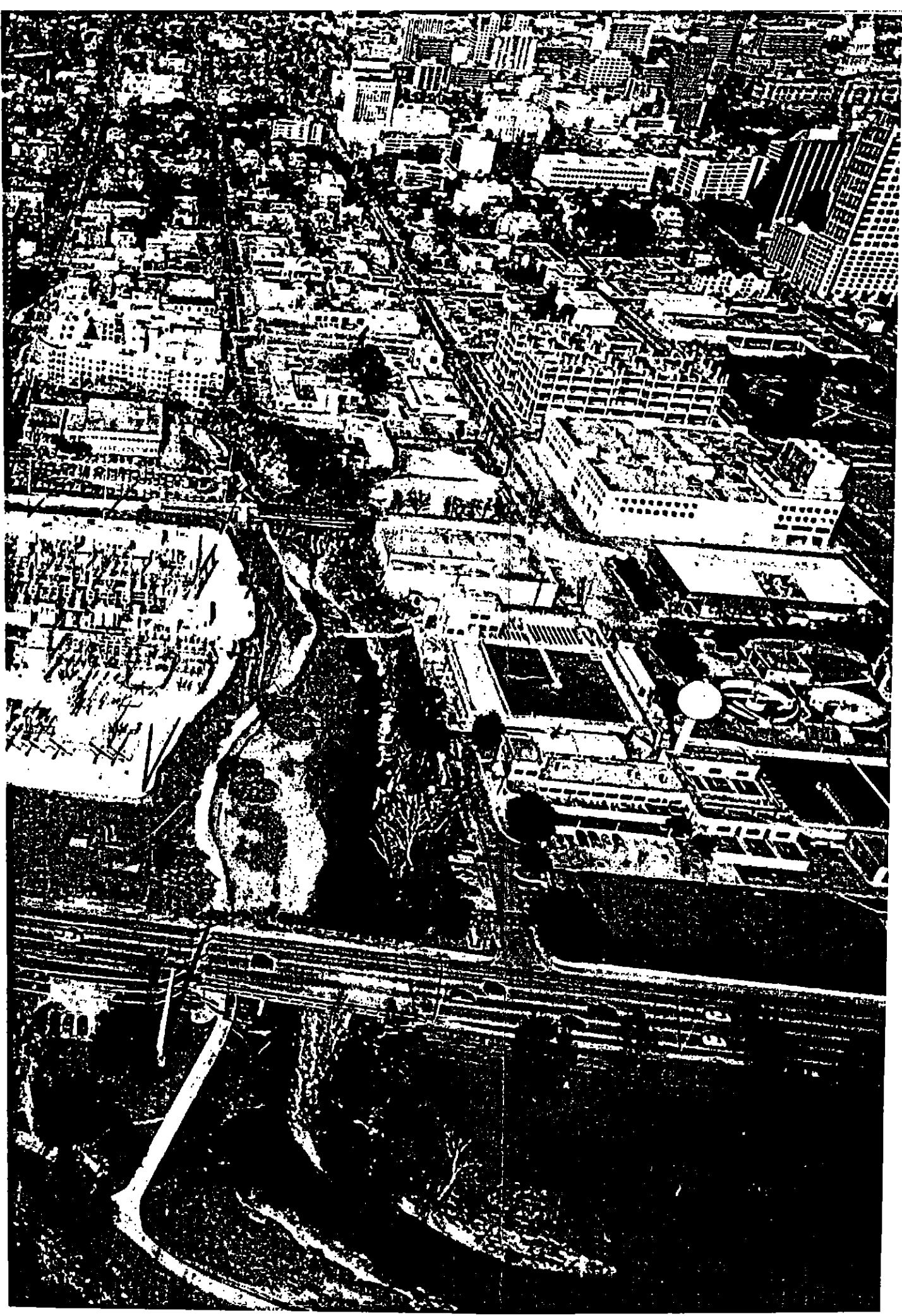




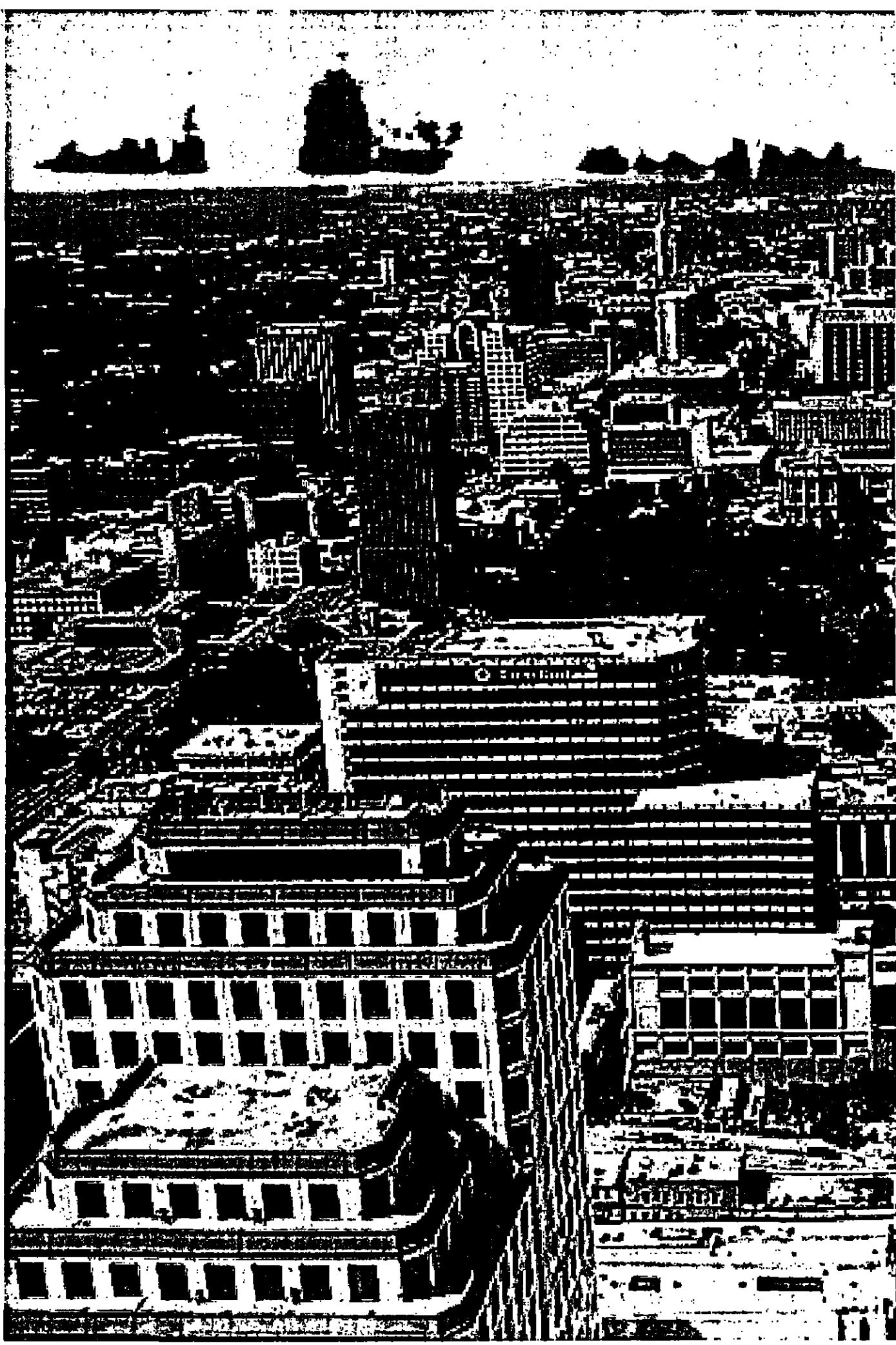


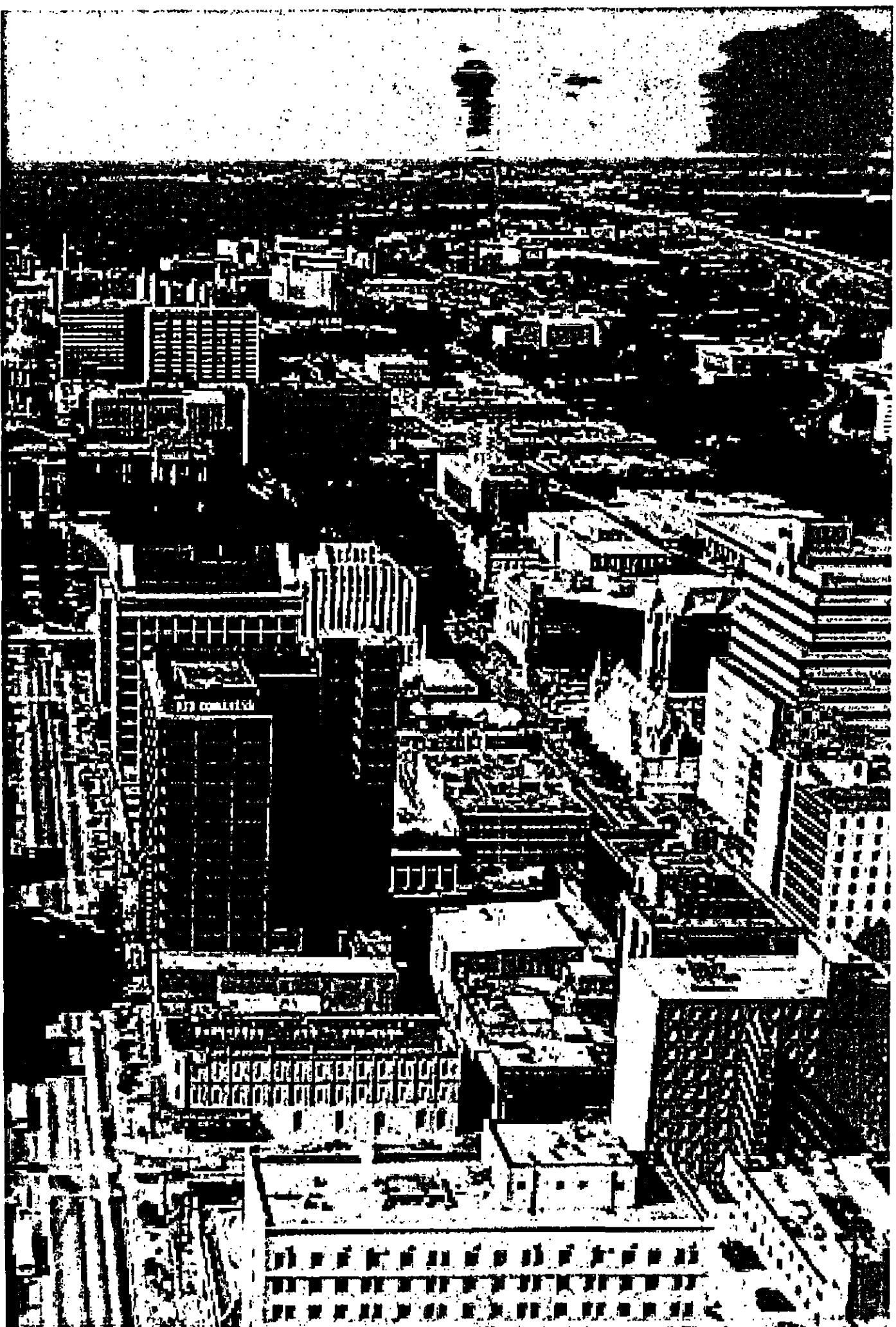


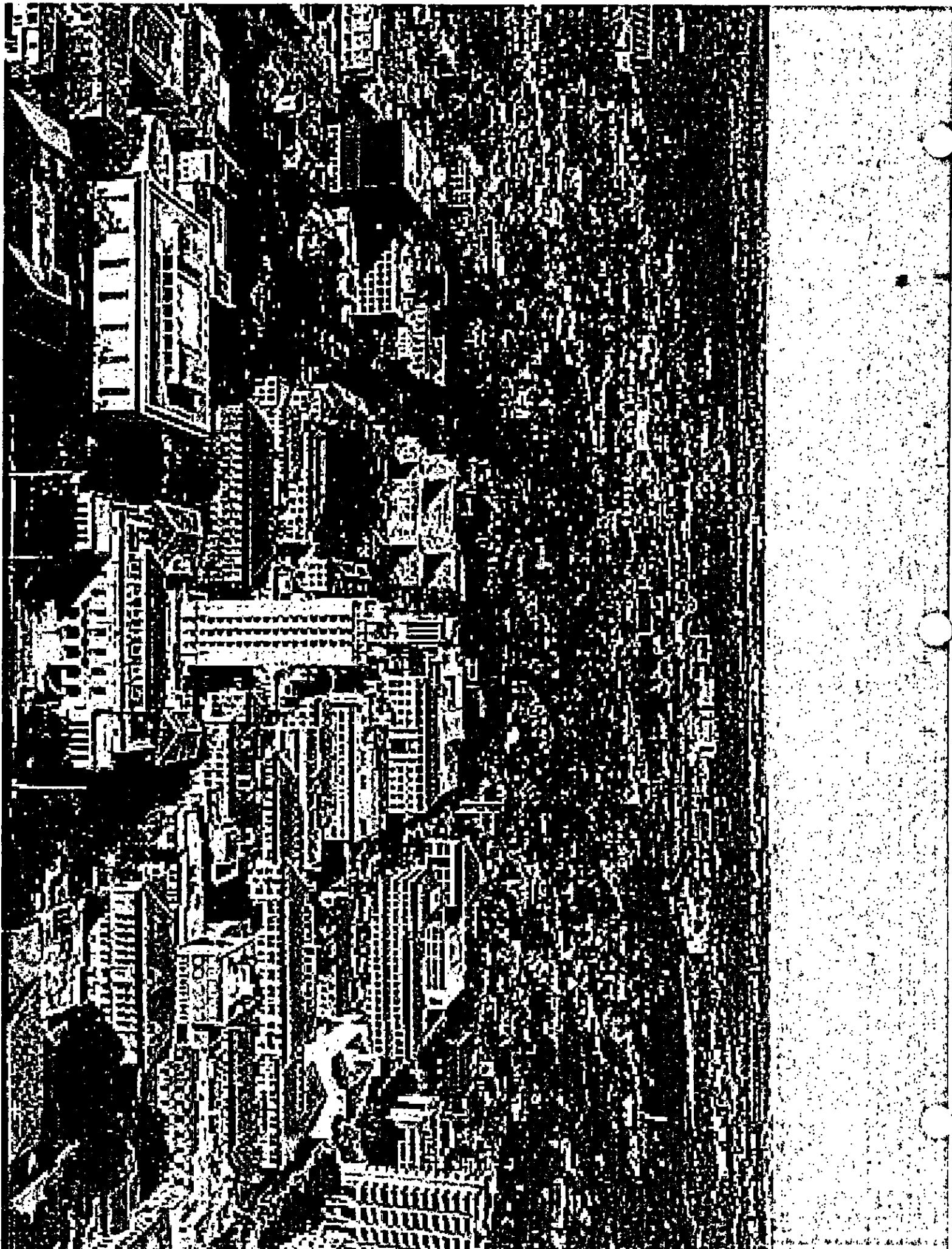


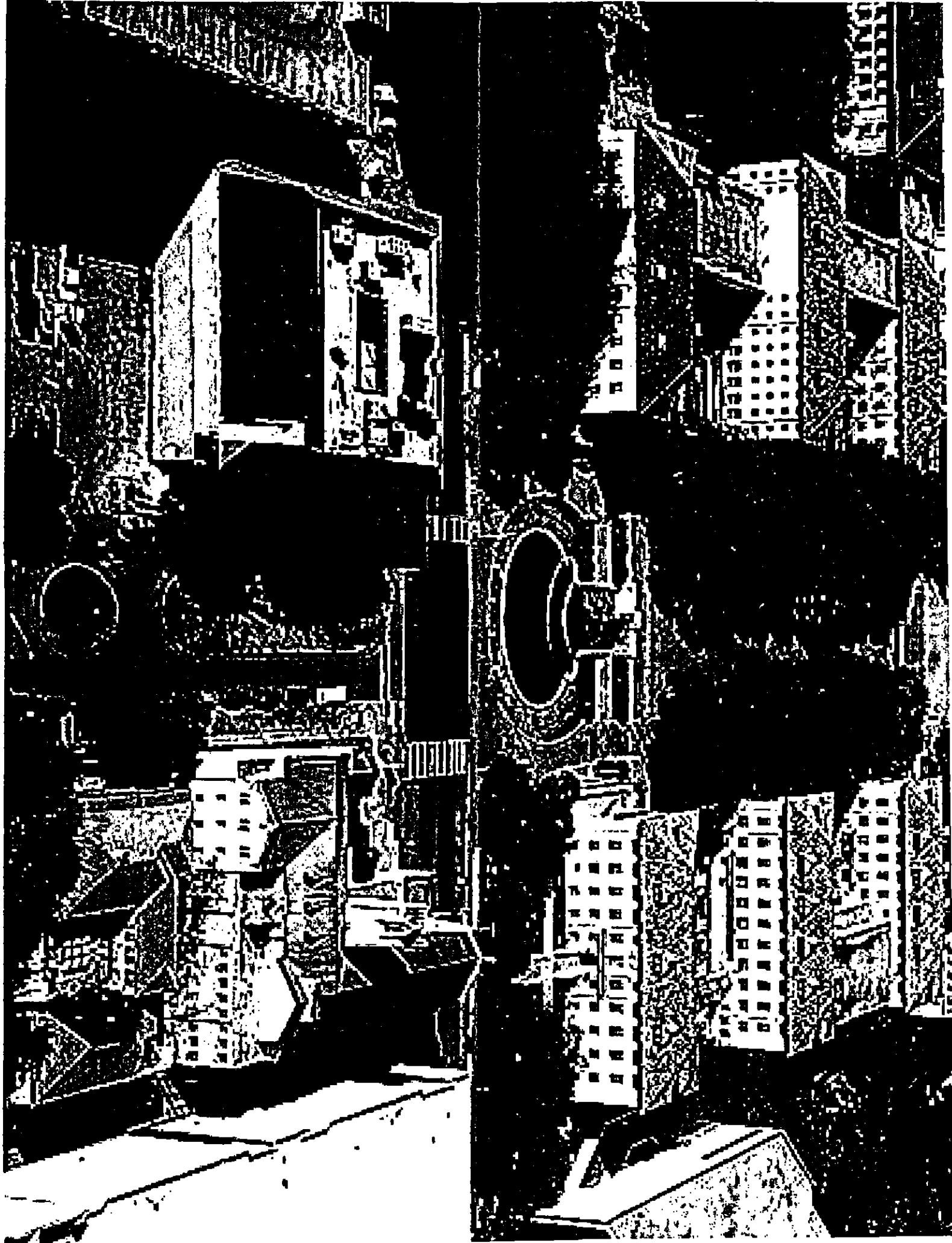


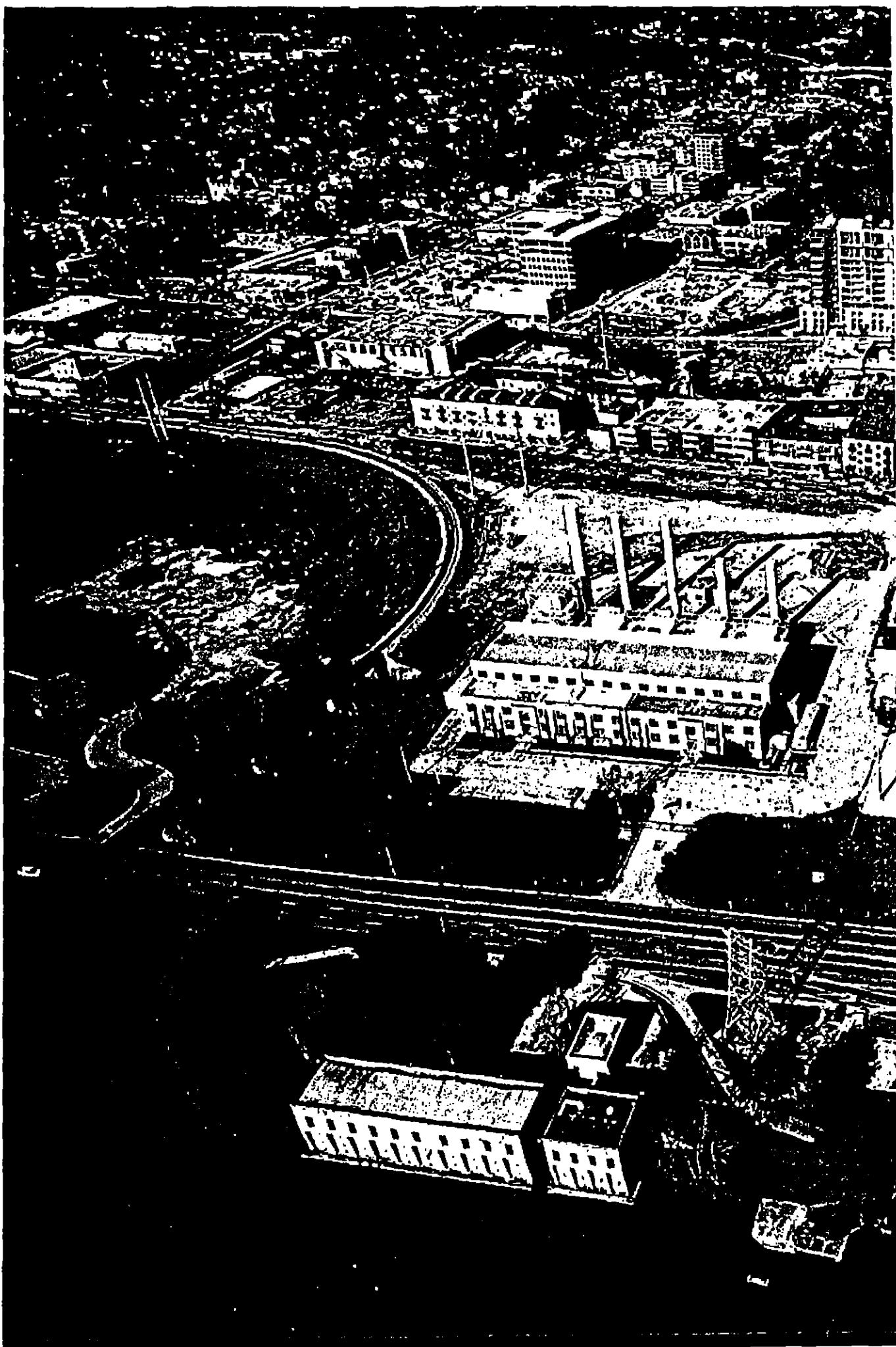


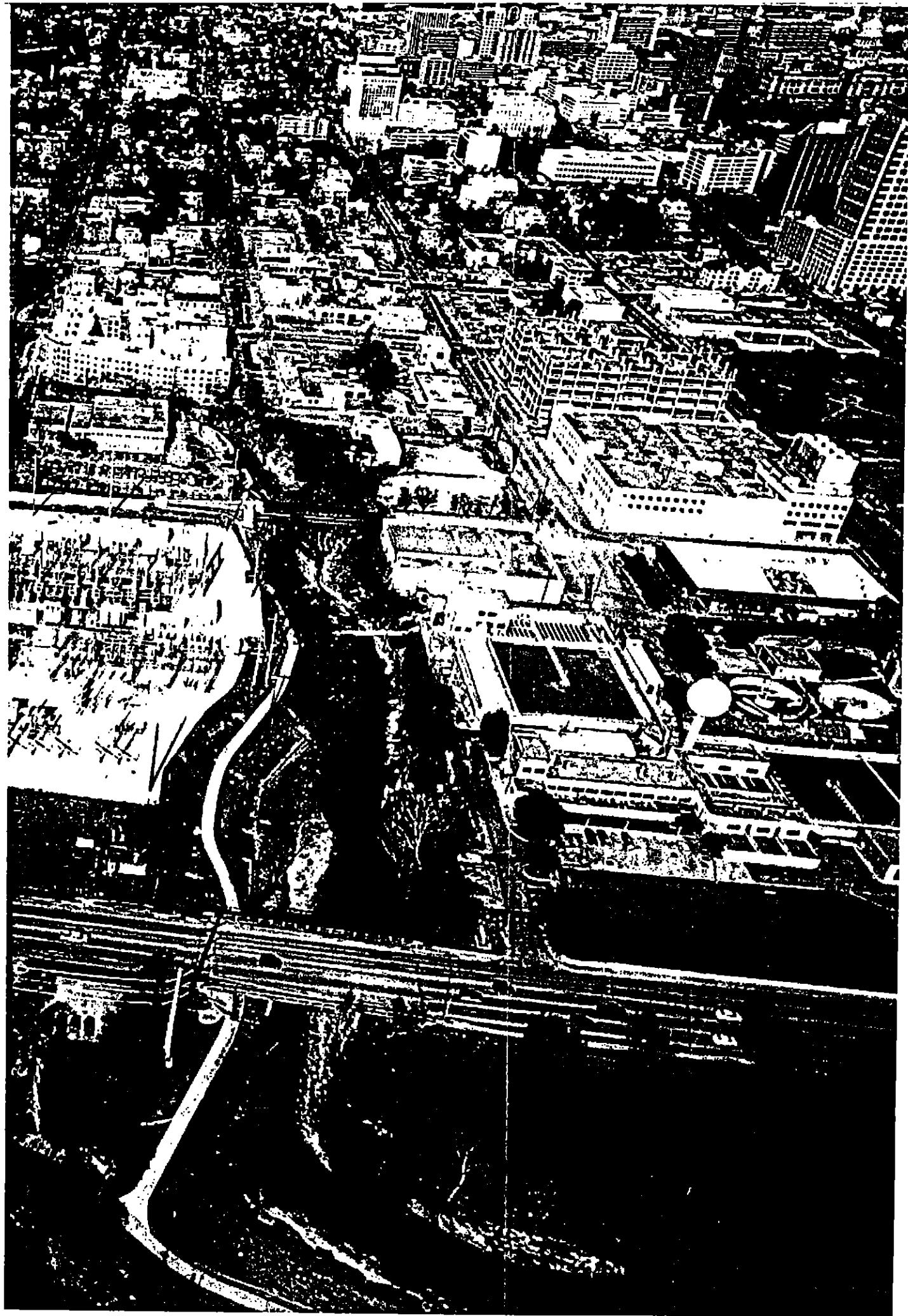




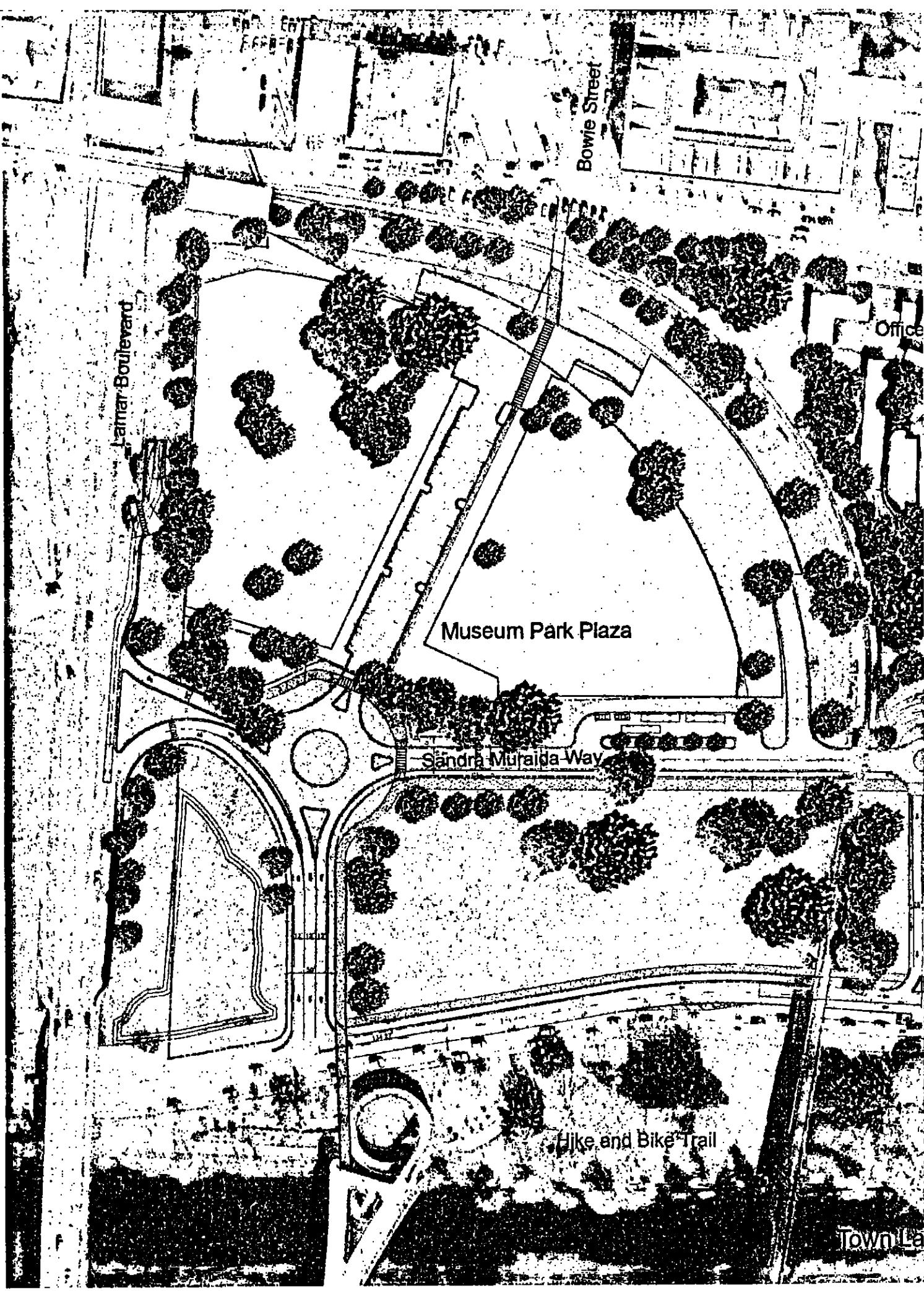


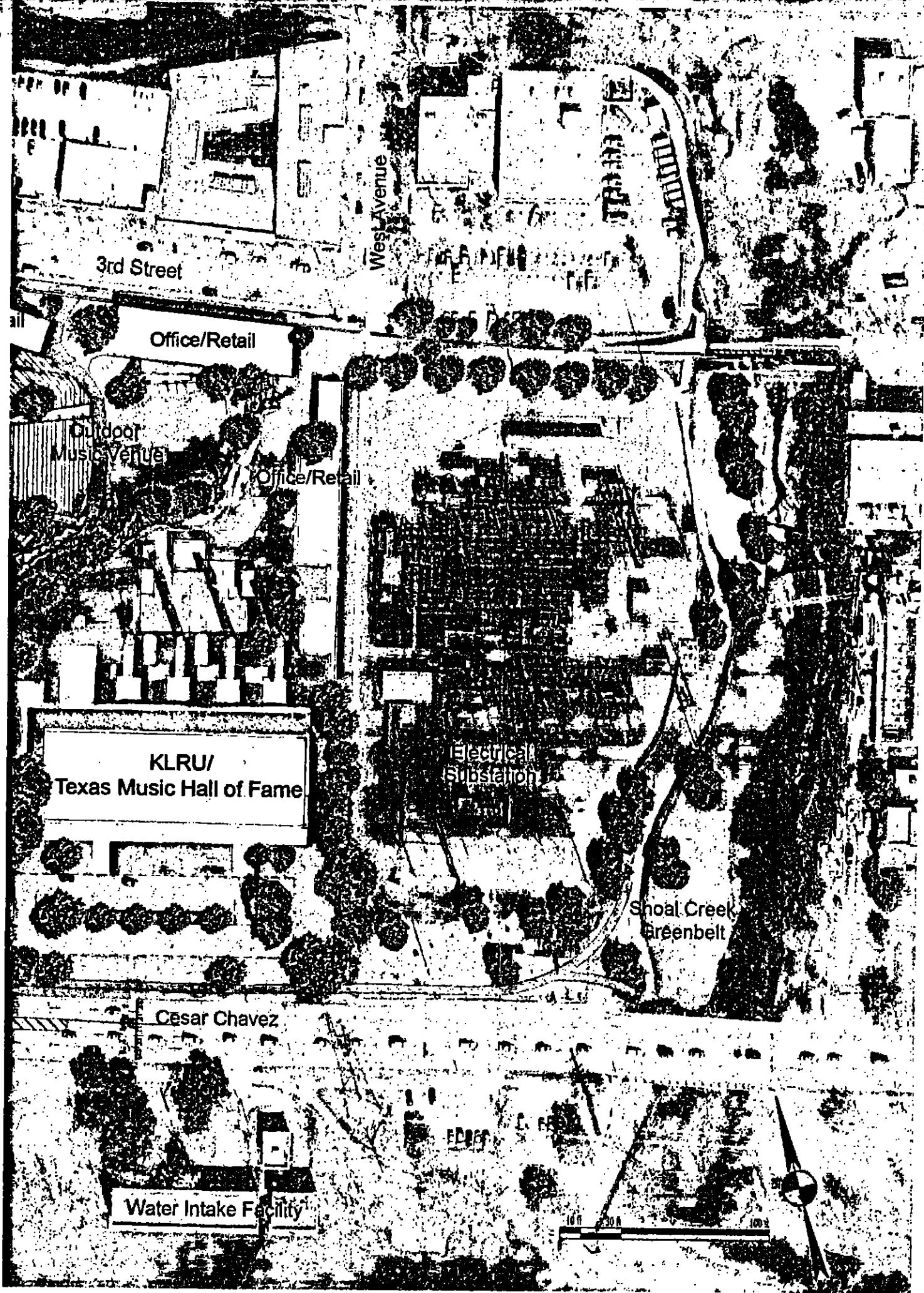












LAMAR BLVD

BOWIE ST

W THIRD ST

RIO GRANDE ST

AUSTIN  
ENERGY

MUSEUM PARK PLAZA  
RESIDENTIAL/RETAIL

AUSTIN  
CHILDREN'S  
MUSEUM

SEAHOLM  
POWER-PLANT  
SITE  
RETAIL/  
OFFICE/CIVIC

COA  
ELECTRICAL  
SUBSTATION

CO  
WAT  
TREAT  
PLA

RIVERSIDE DR

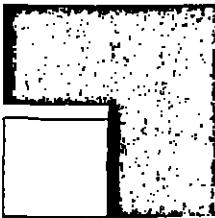
**W FOURTH ST**

NUECES ST

STATE  
PARKING  
GARAGE

FUTURE  
AUSTIN  
MUSEUM  
OF ART

HOBBY  
BLDG



**W THIRD ST**

AUSTIN  
BALLET

AMLI  
RESIDENTIAL/  
RETAIL

**BLOCK  
21**

AMLI  
RESIDENTIAL/  
RETAIL



COA  
WATER  
TREATMENT  
PLANT

SAN ANTONIO ST

CSC  
OFFICE

LAVACA ST

CITY HALL  
CIVIC

GUADALUPE ST

CSC  
OFFICE

COLORADO ST

FUTURE  
DEV.  
RES./  
RETAIL

100  
CONGRESS  
OFFICE

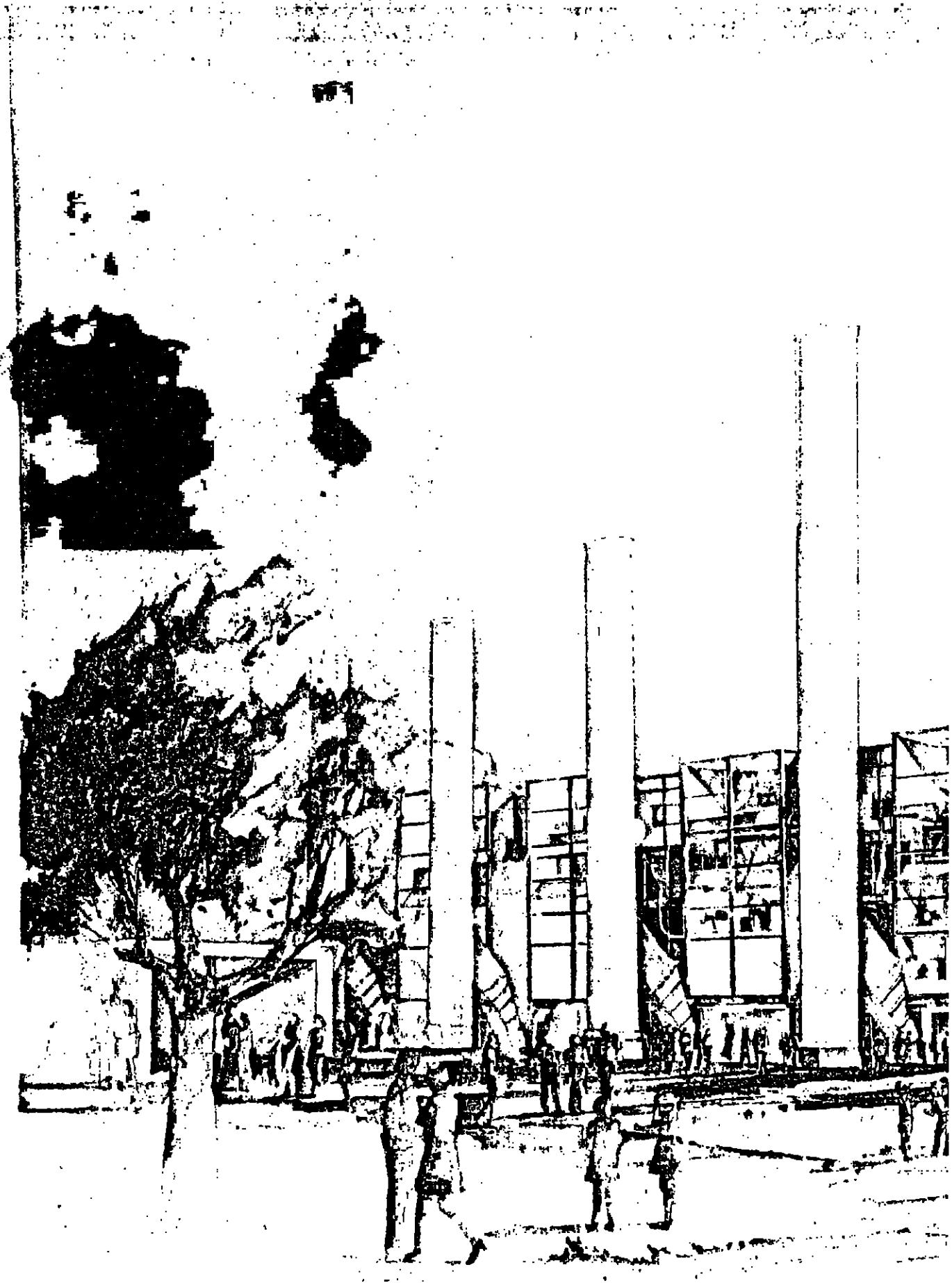
**CONGRESS AVENUE**

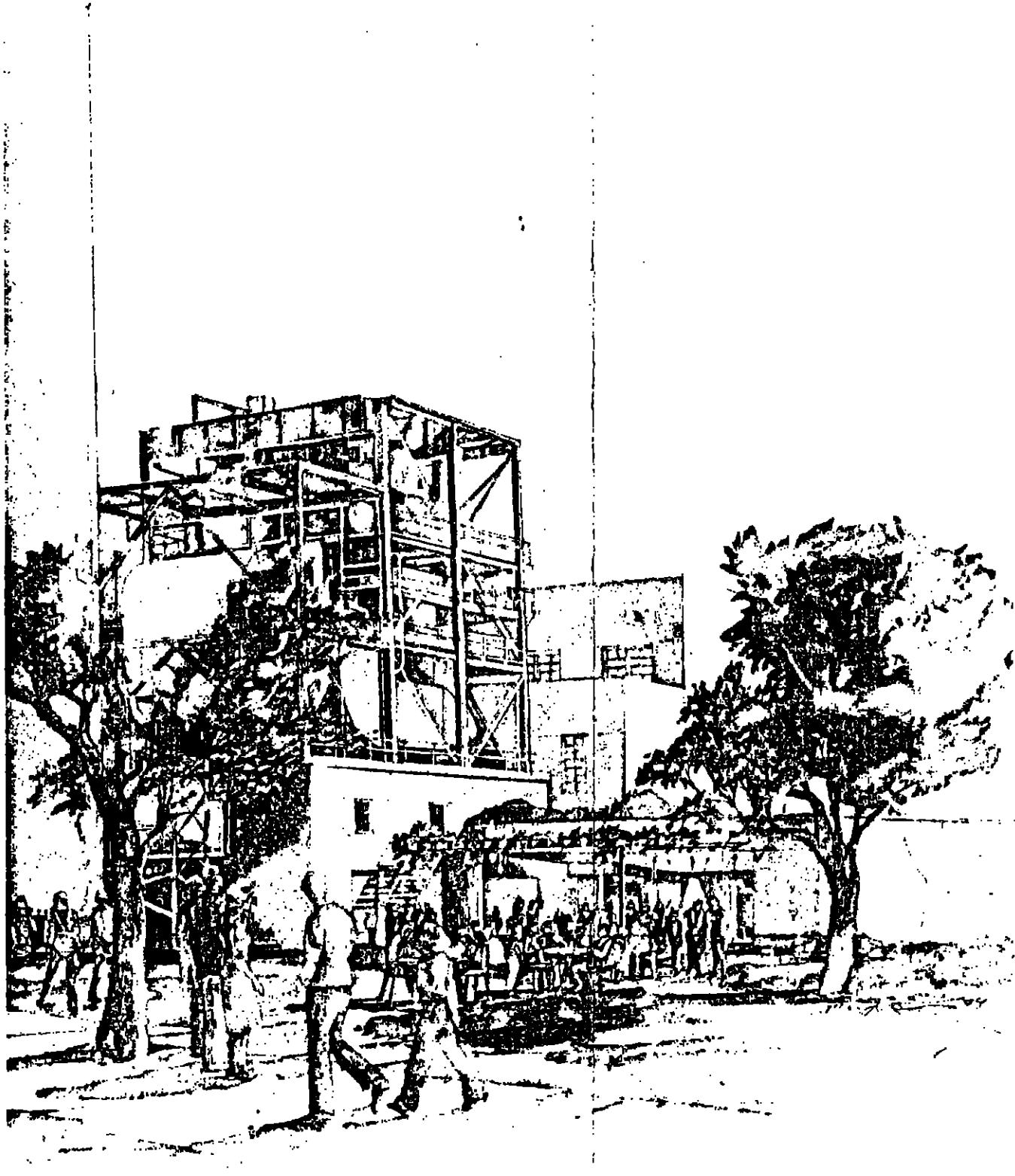
**CESAR CHAVEZ (1ST ST)**

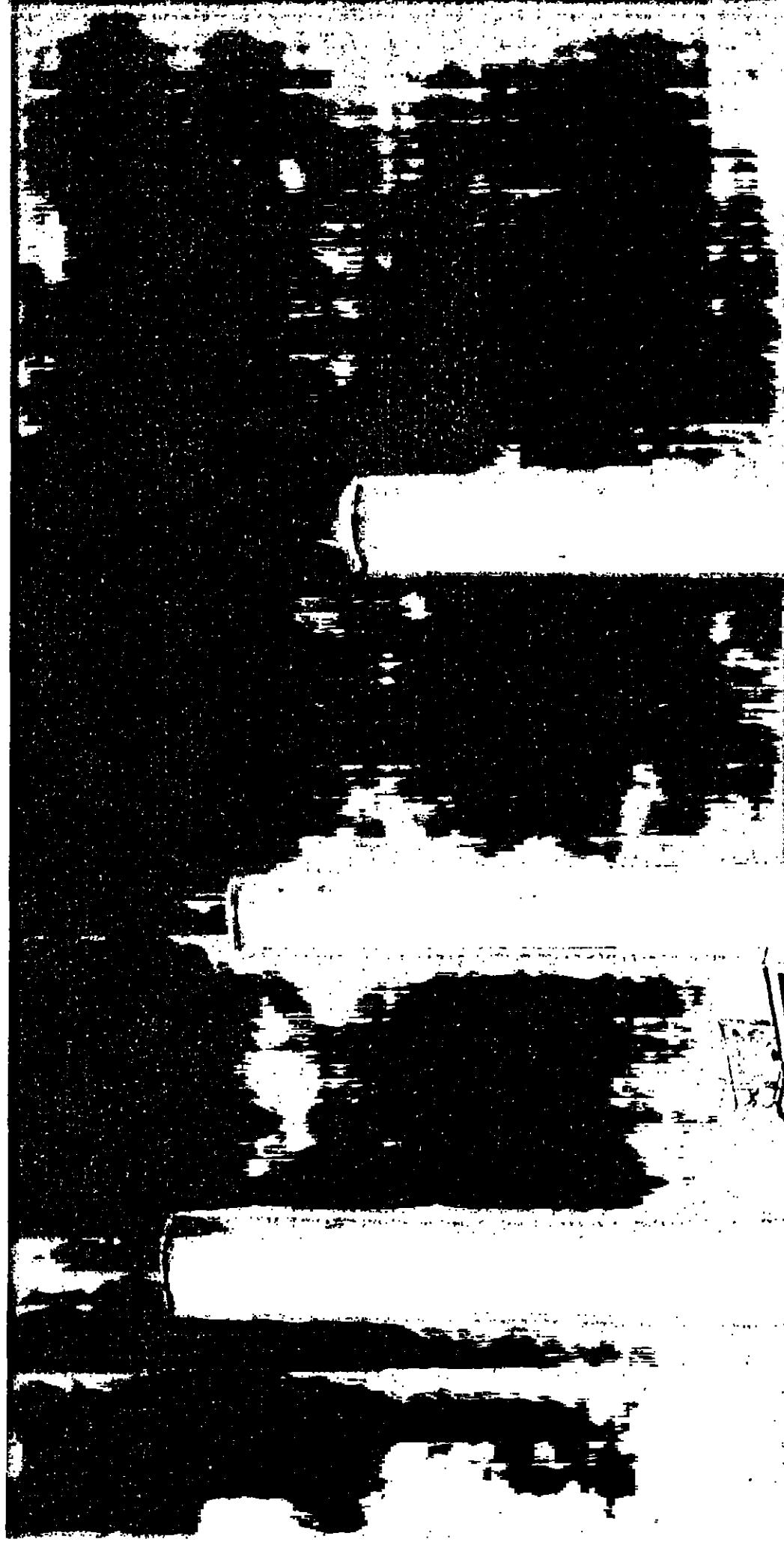
S FIRST STREET

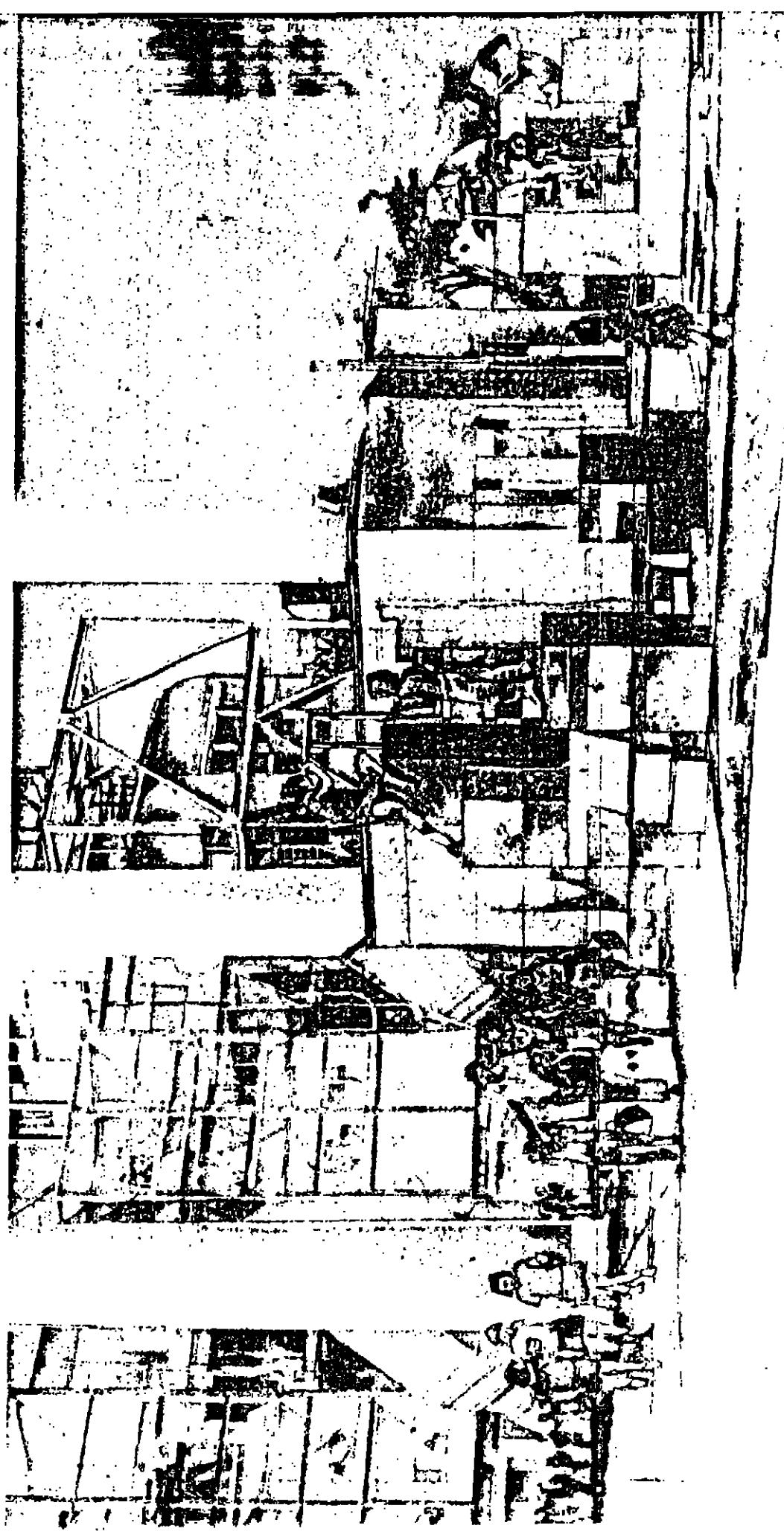
- [Solid black square] CIVIC USE
- [Solid black square] OFFICE
- [Light gray square with cross-hatch] RETAIL
- [Light gray square with cross-hatch] RESIDENTIAL/RETAIL
- [Light gray square with cross-hatch] RETAIL/OFFICE/CIVIC



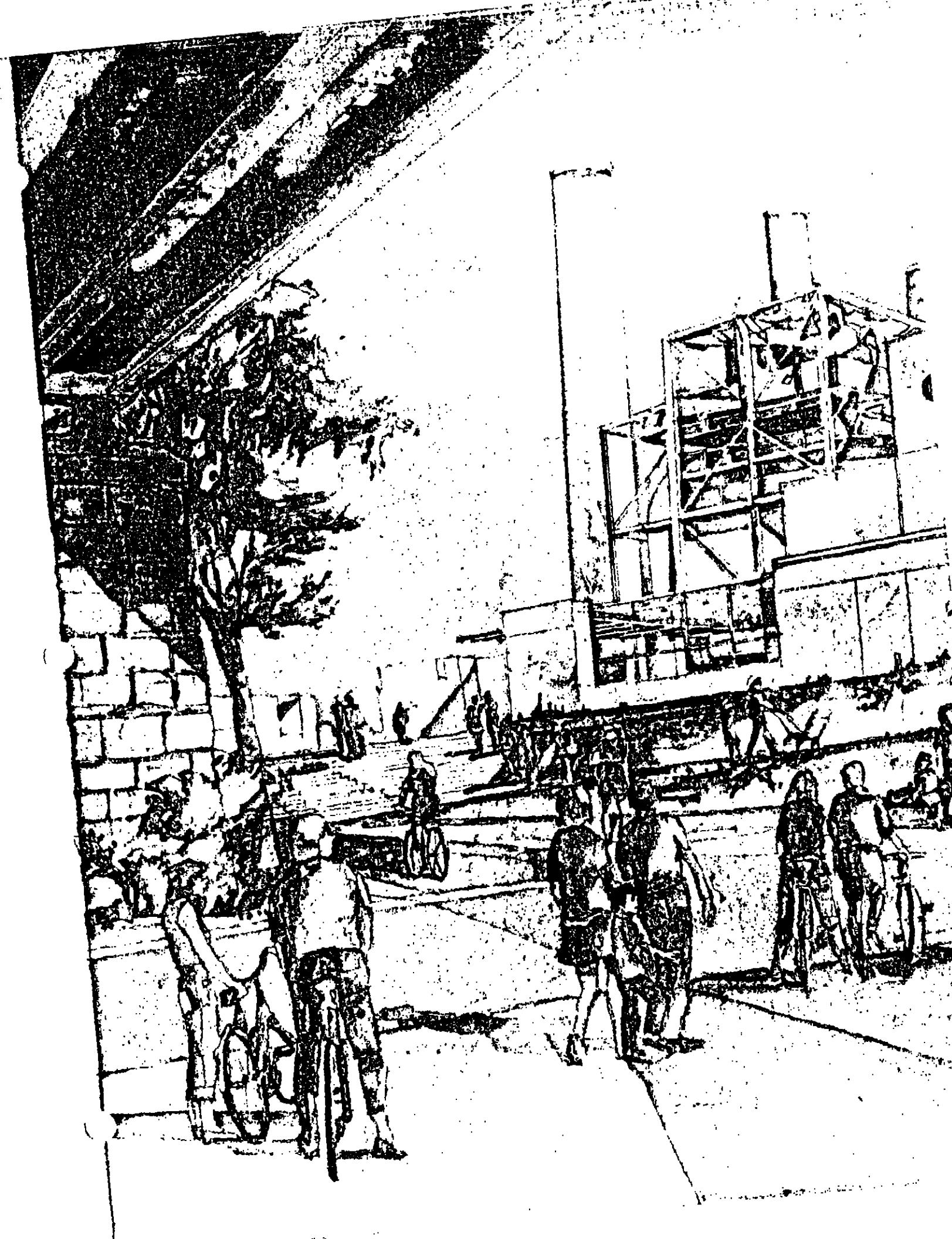


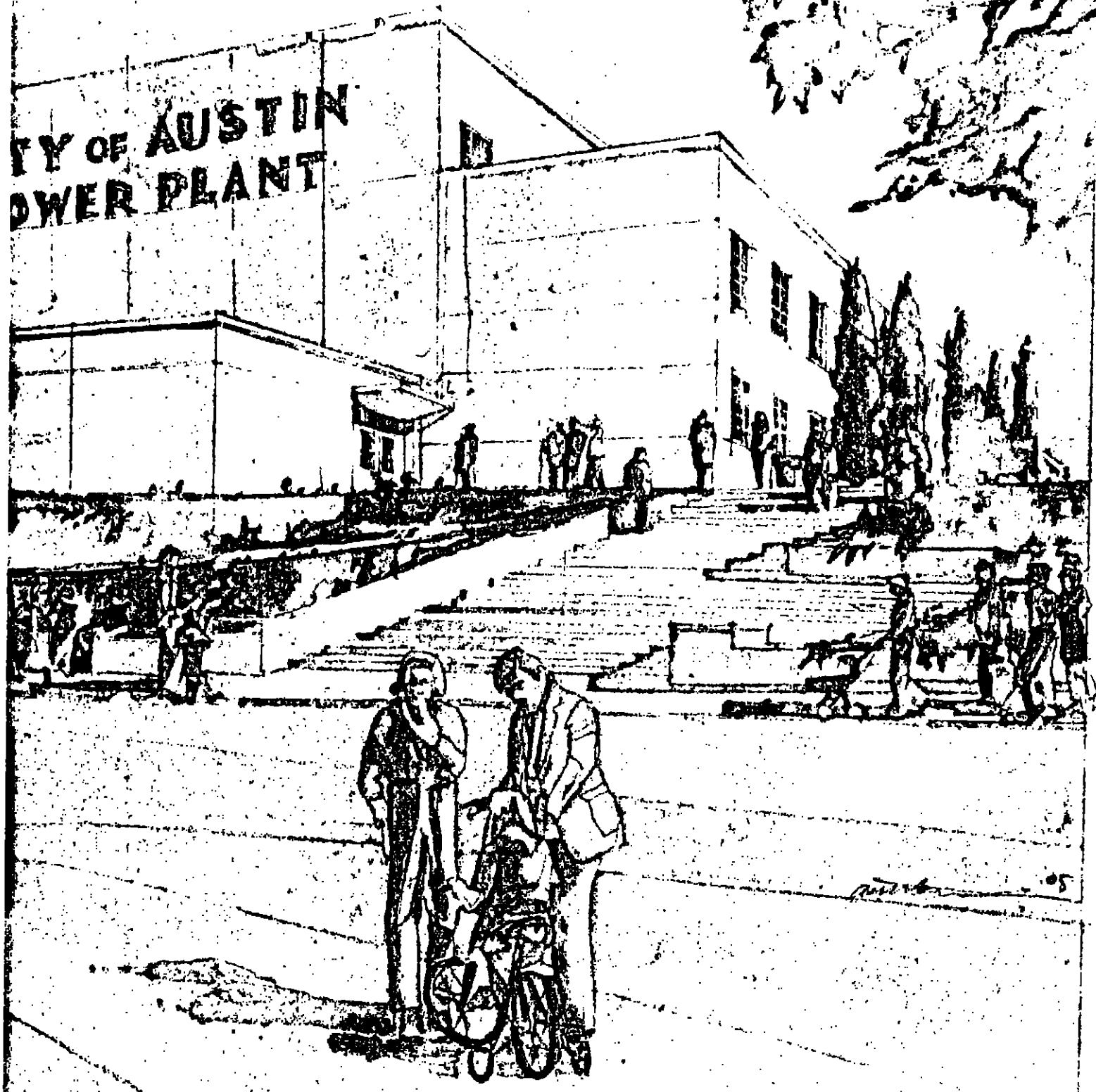




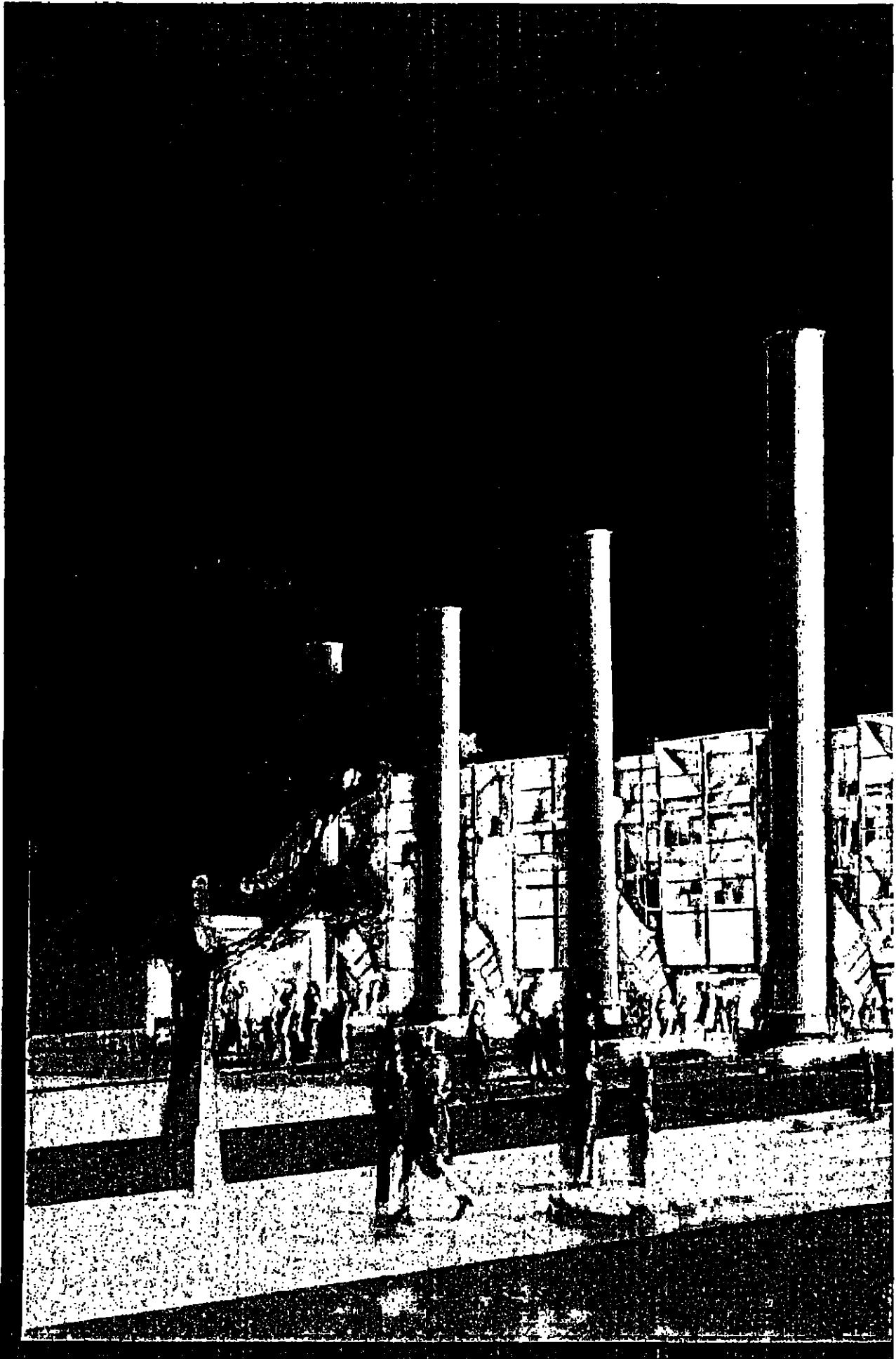


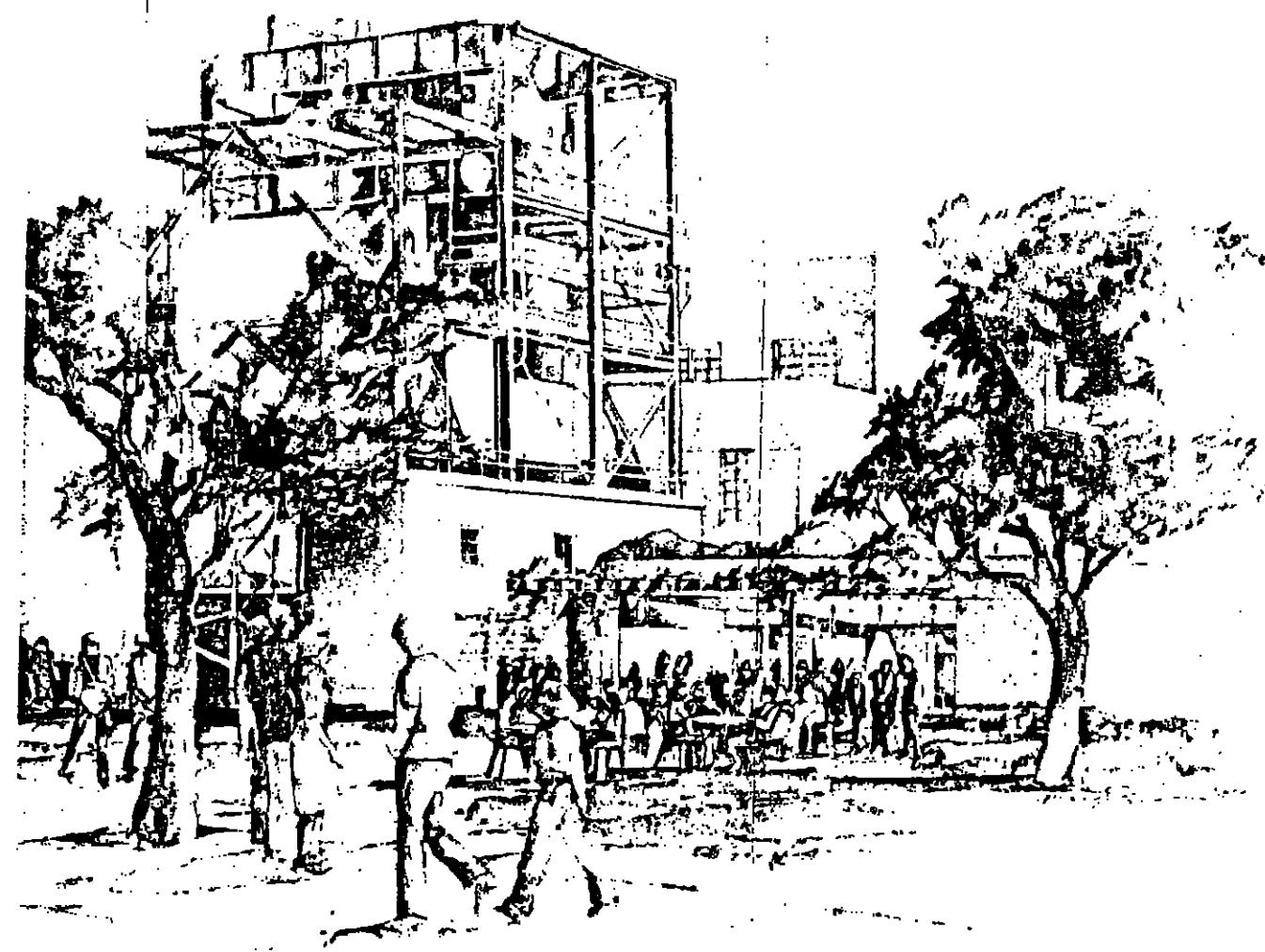






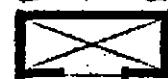
105







**TEXAS MUSIC HALL OF FAME**



**APPROX. 52 P.**

**KLRU STORAGE**

**TEXAS MUSIC HALL OF FAME**

NG SPACES

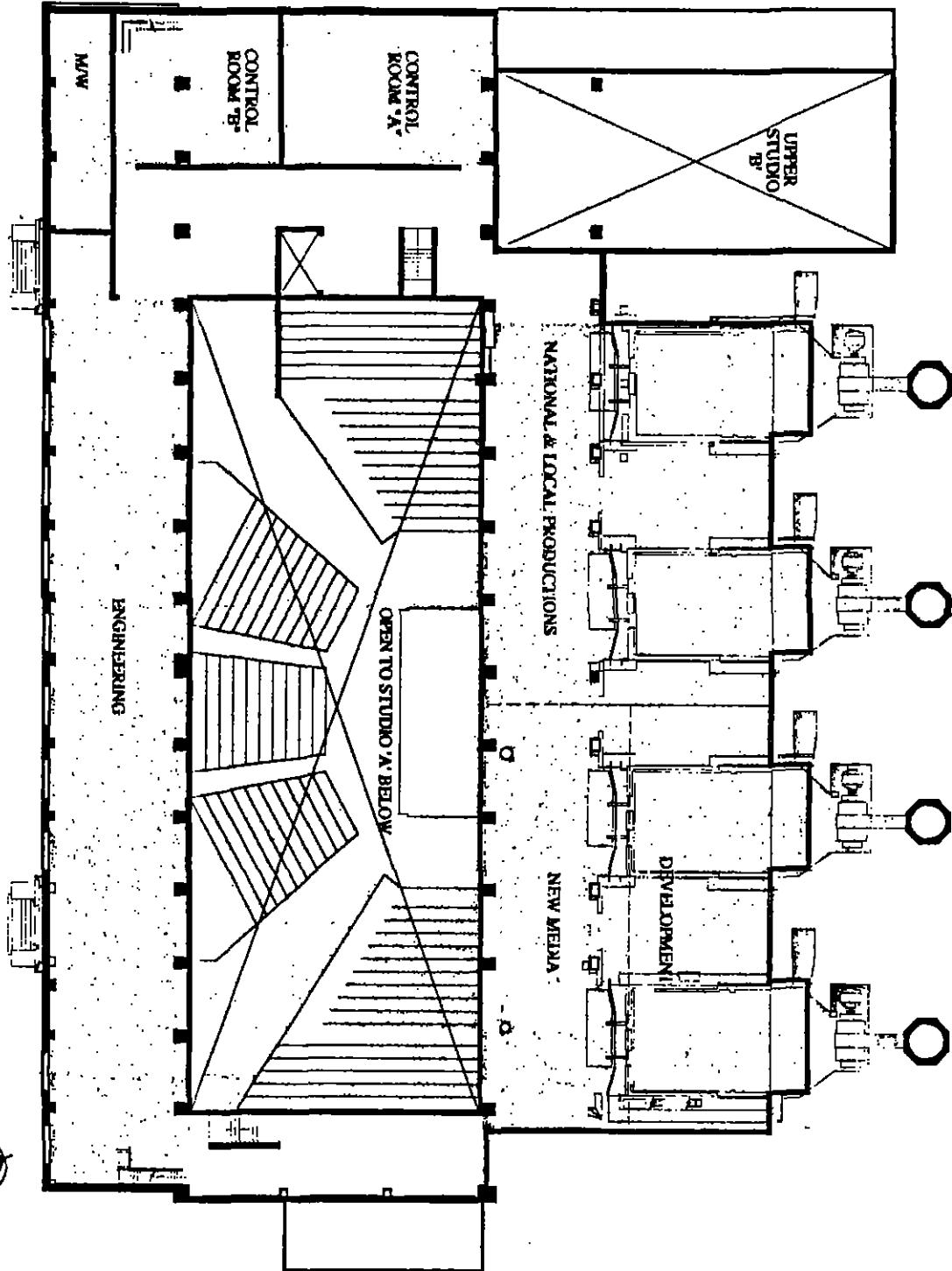


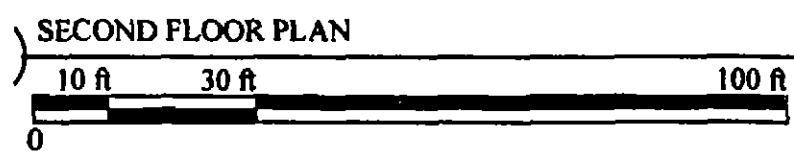
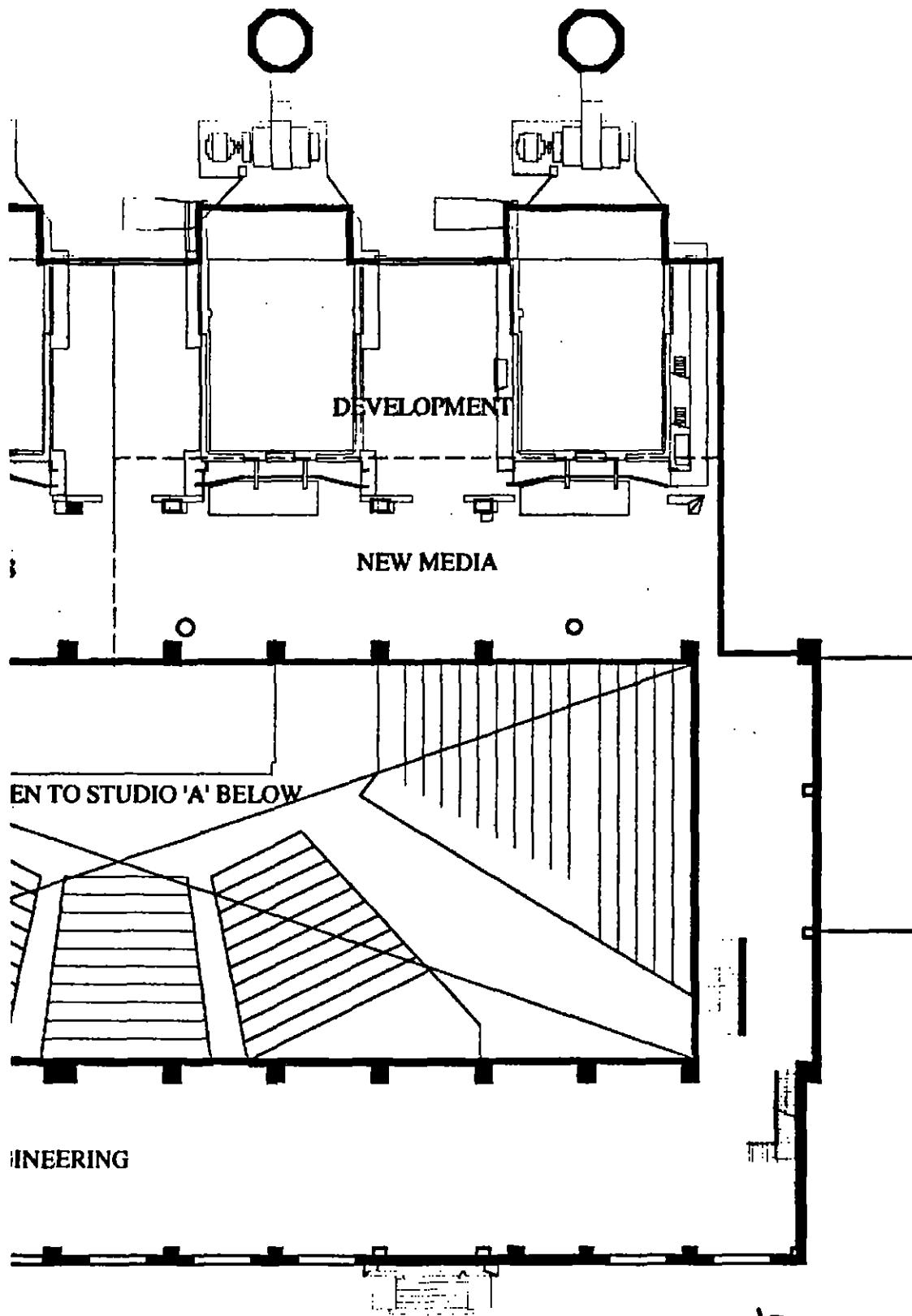
NORTH

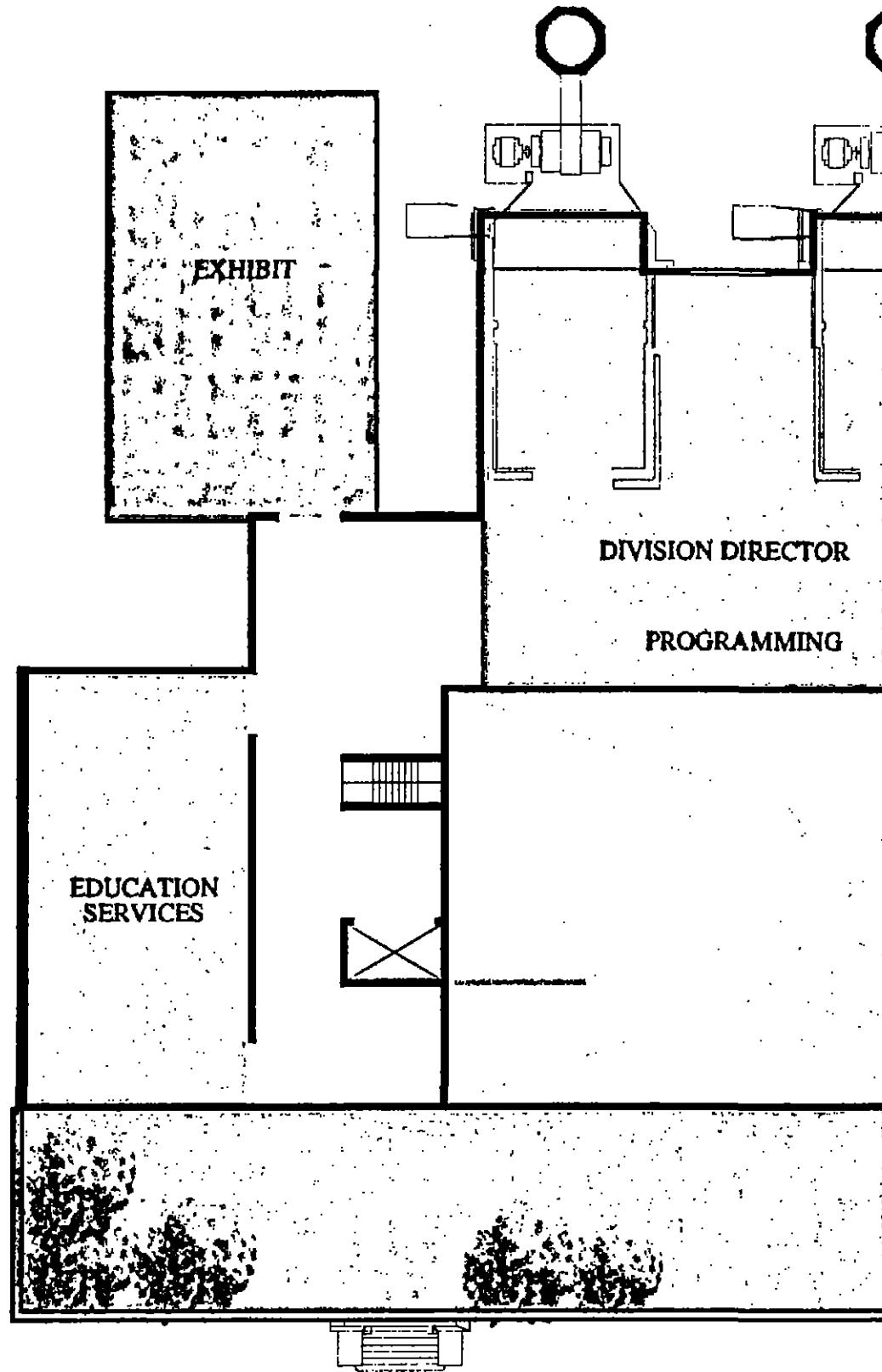
GRADE LEVEL

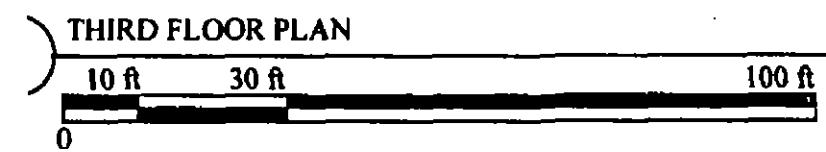
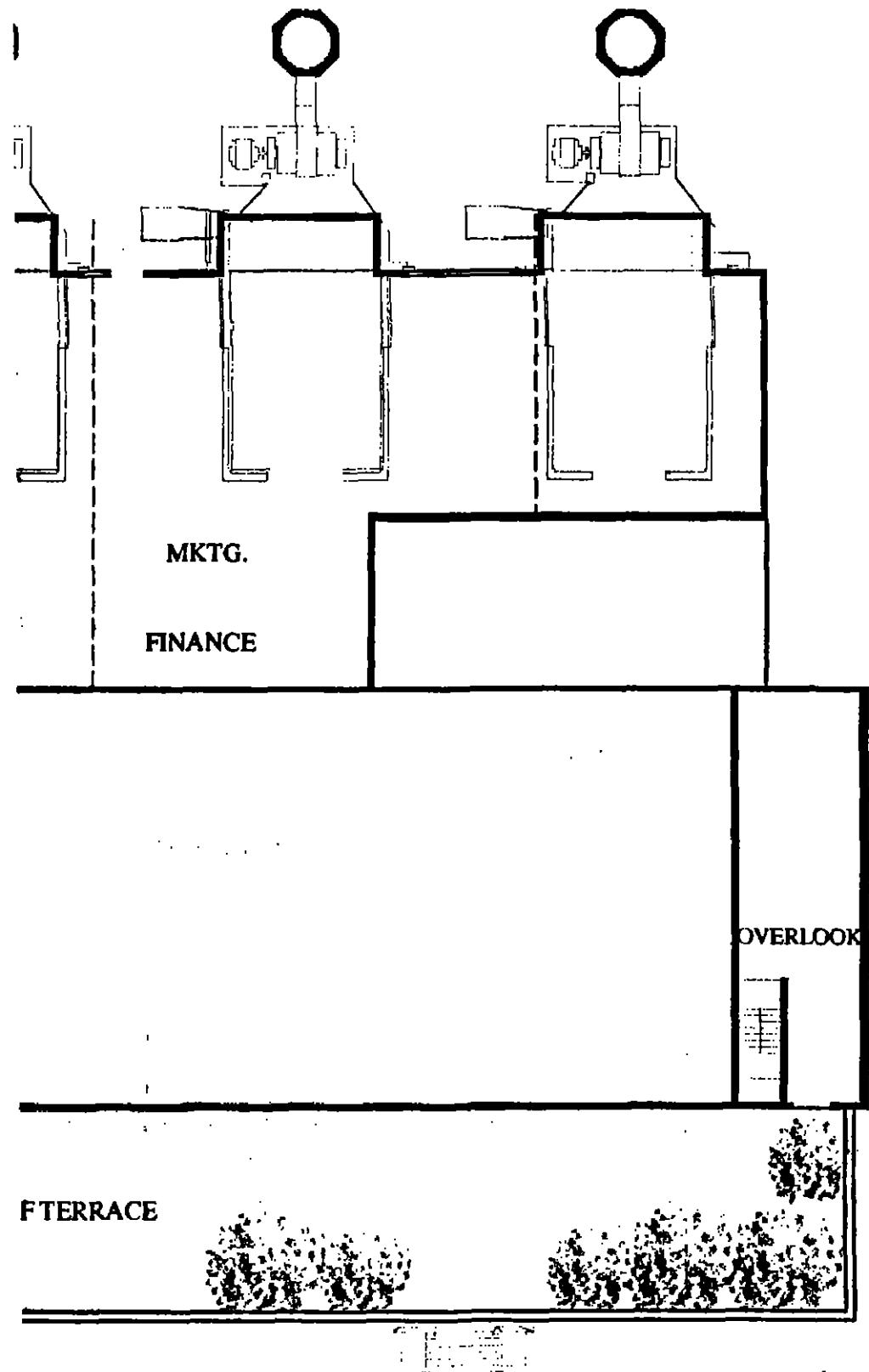


1 SECOND FLOOR PLAN  
10 ft 30 ft 100 ft  
NORTH

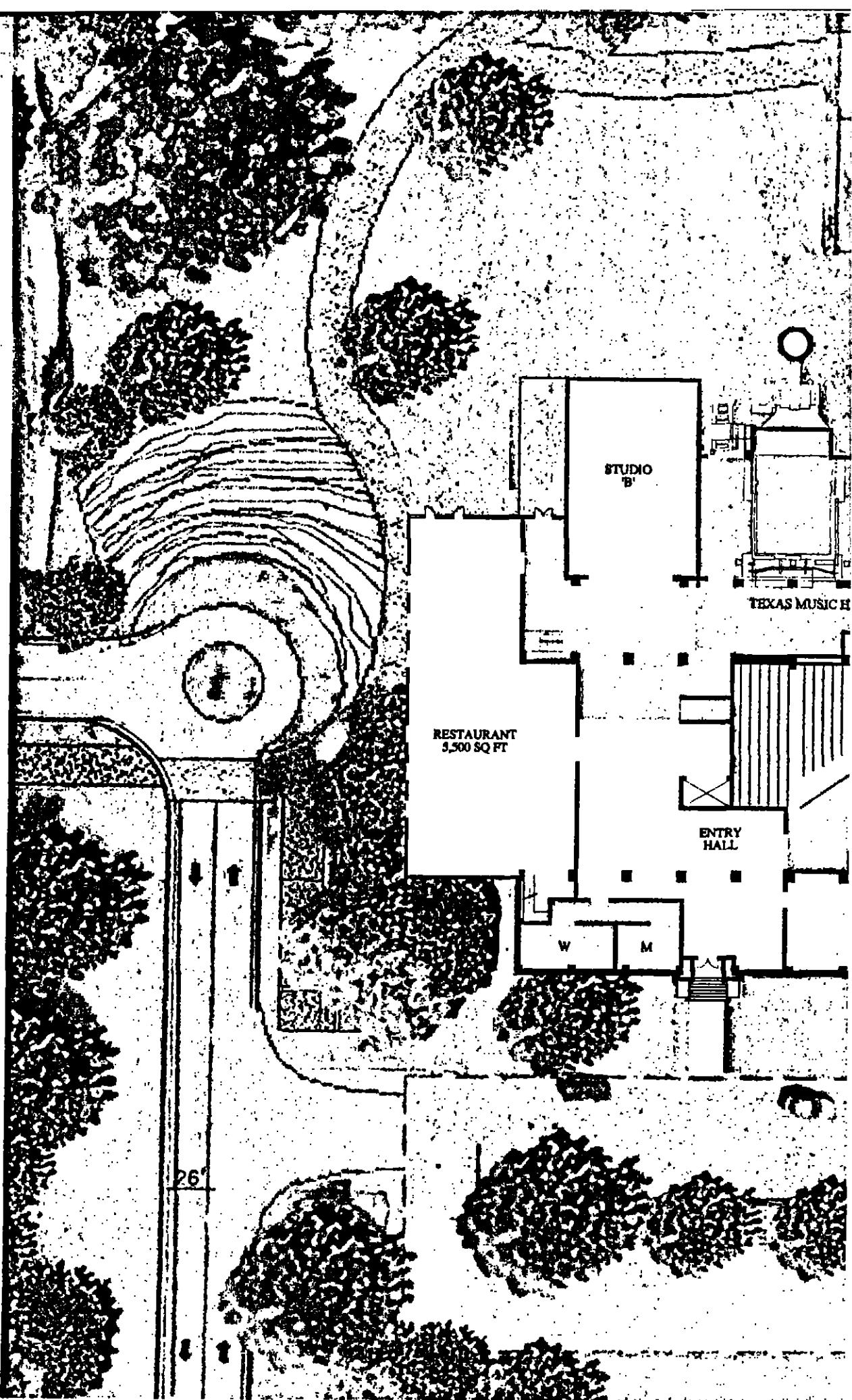


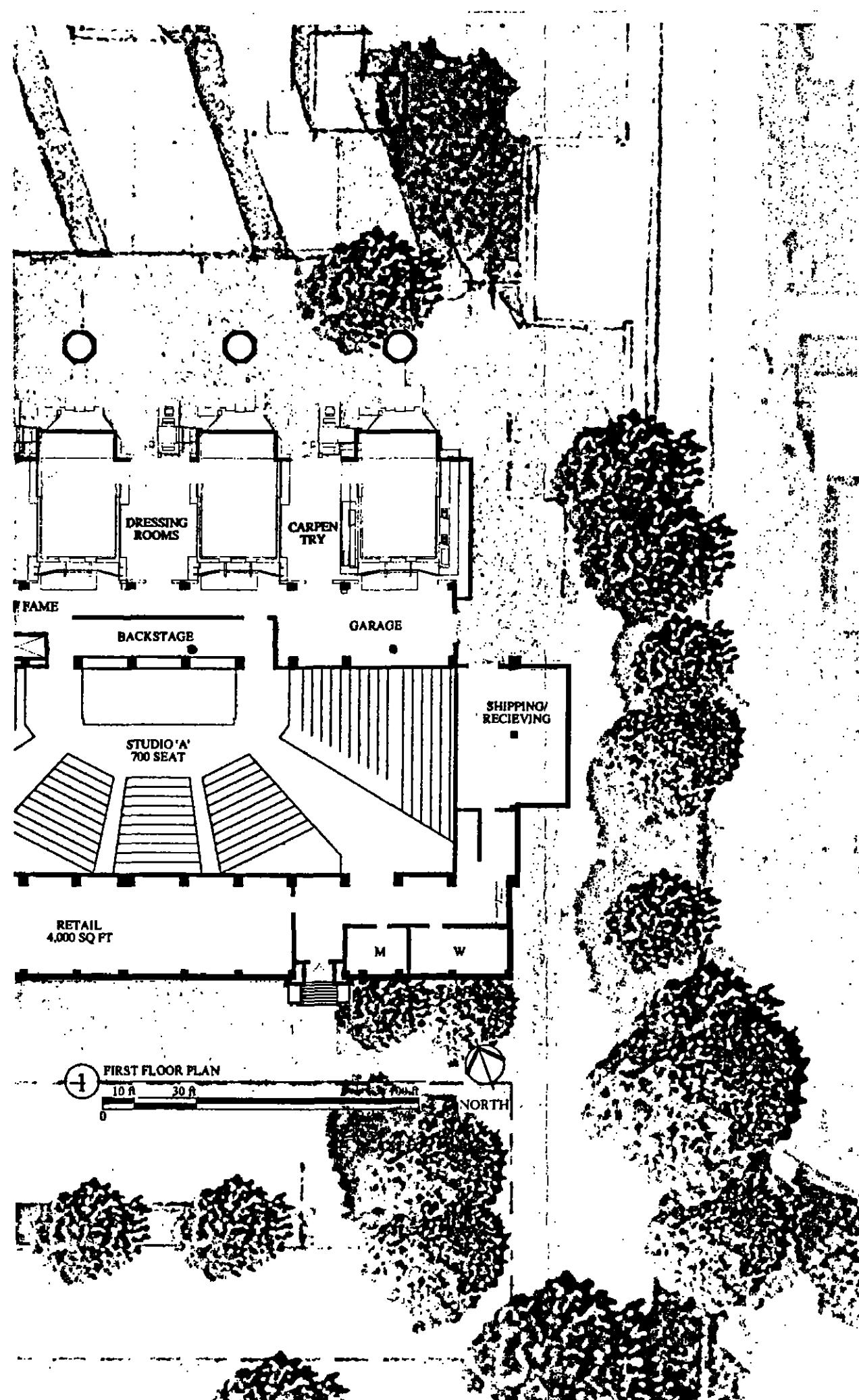


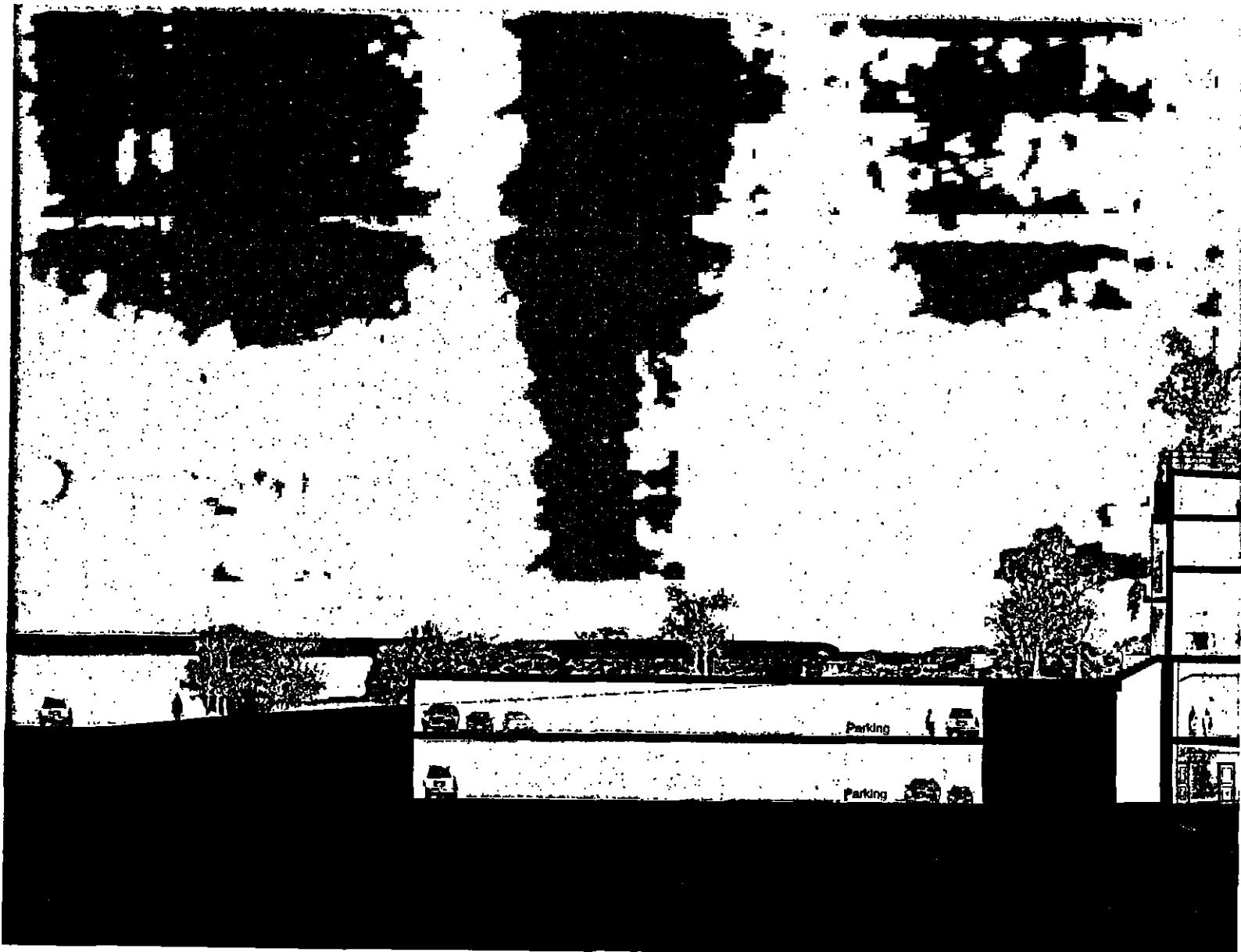


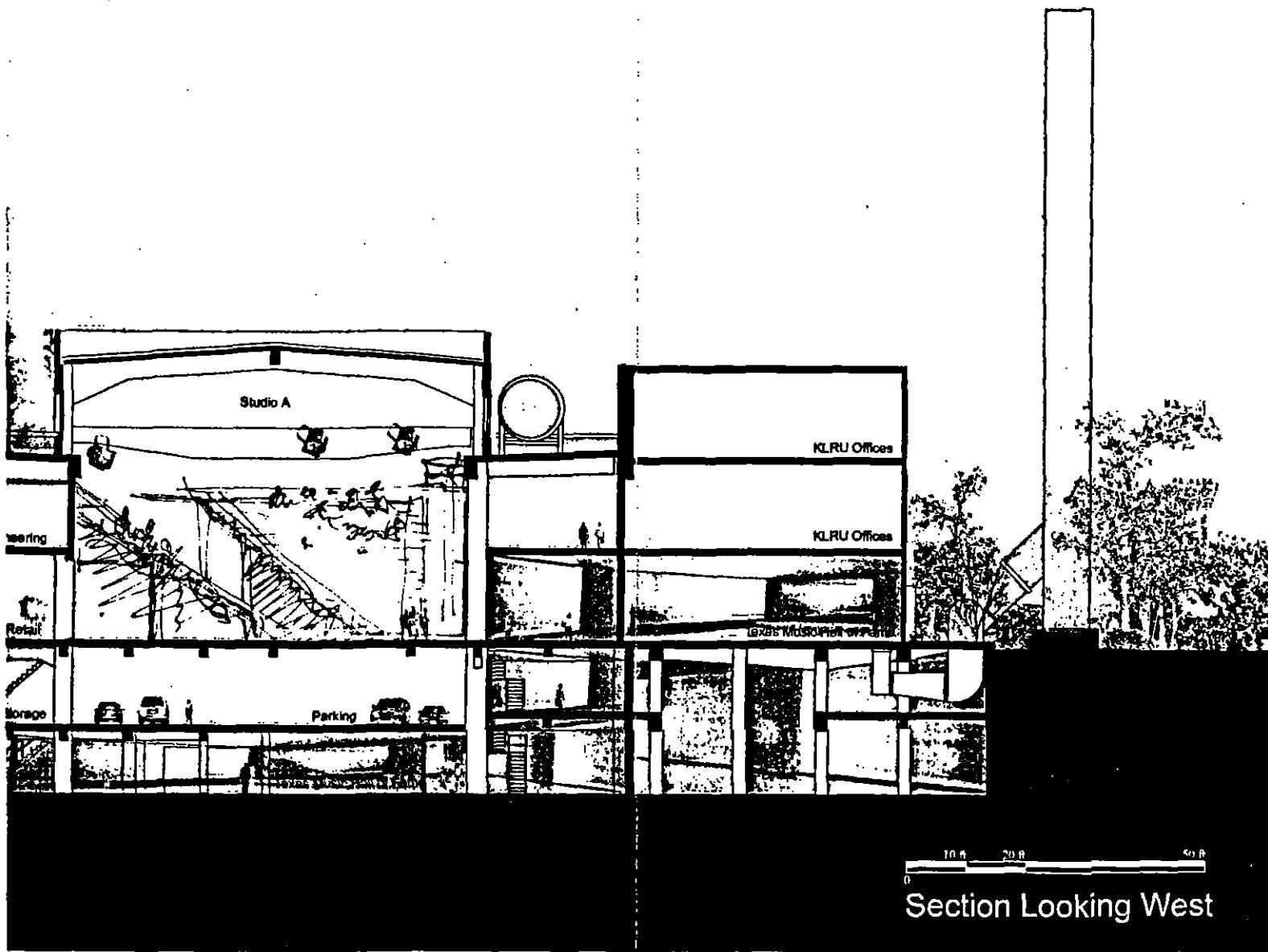


NORTH



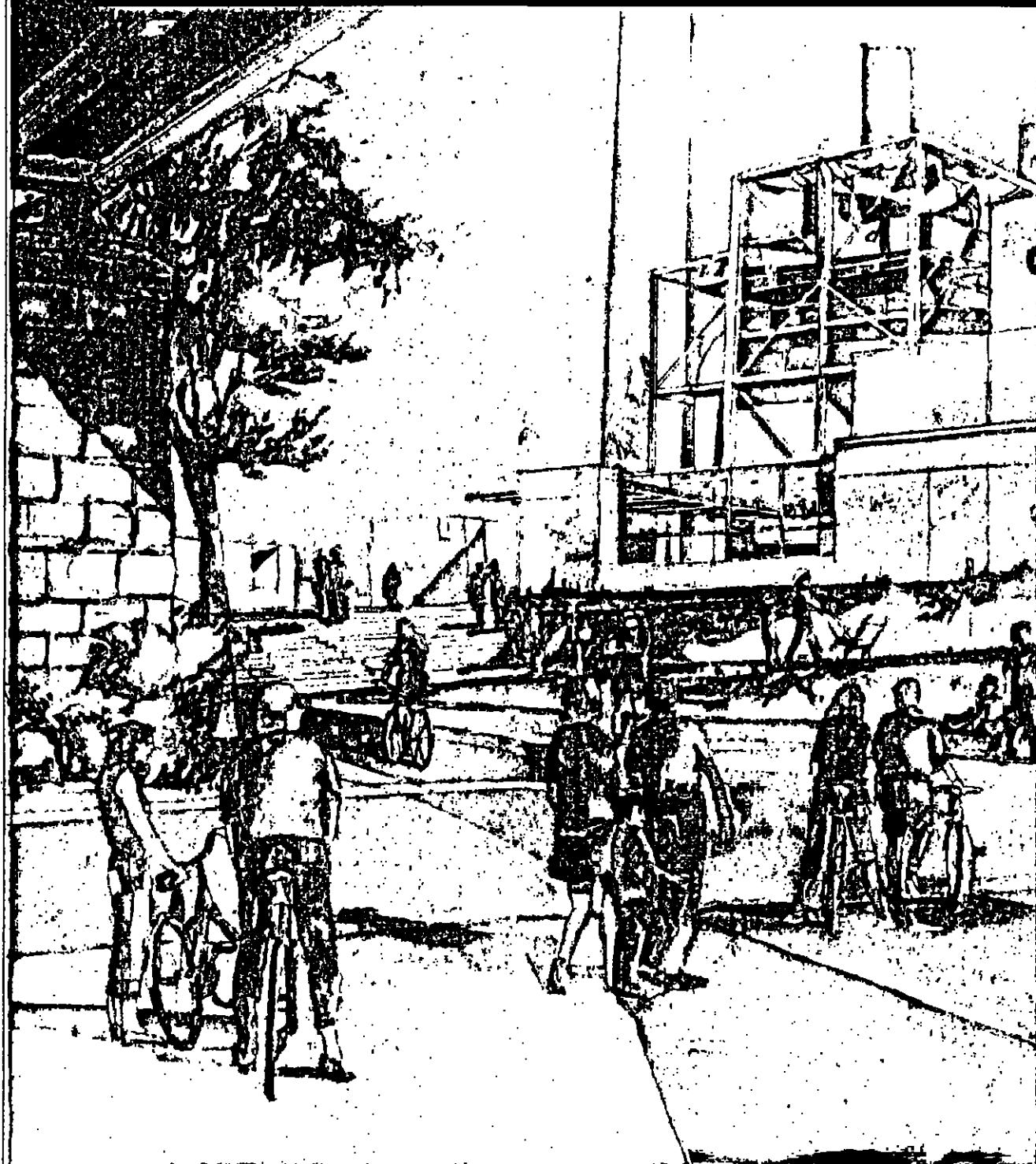




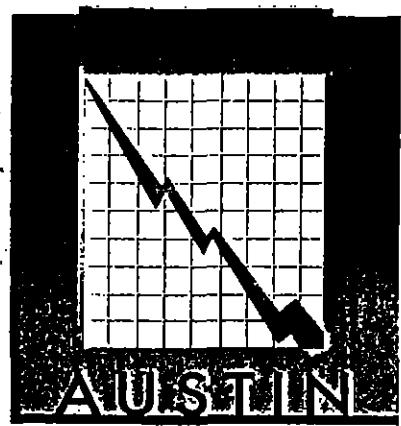
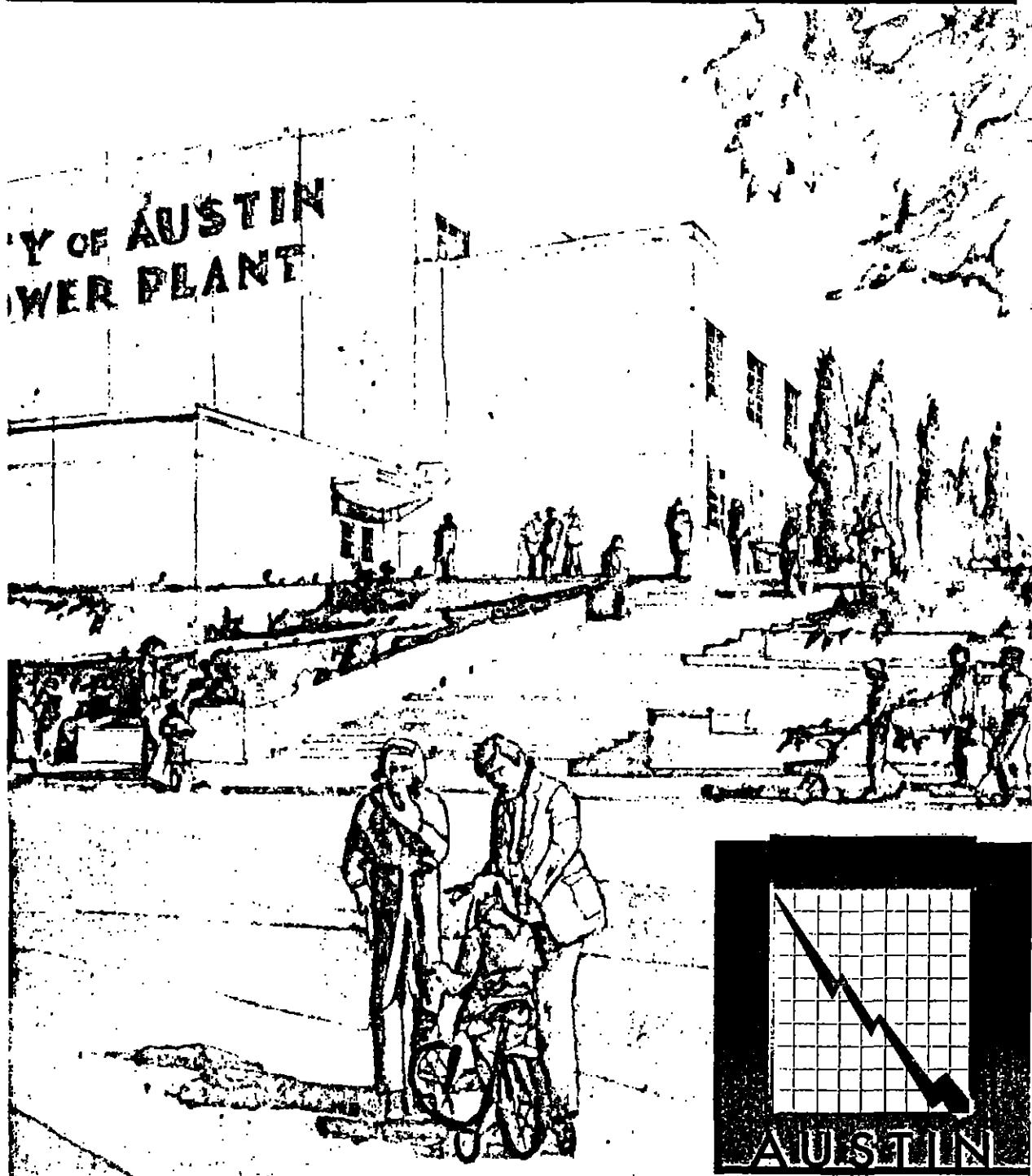




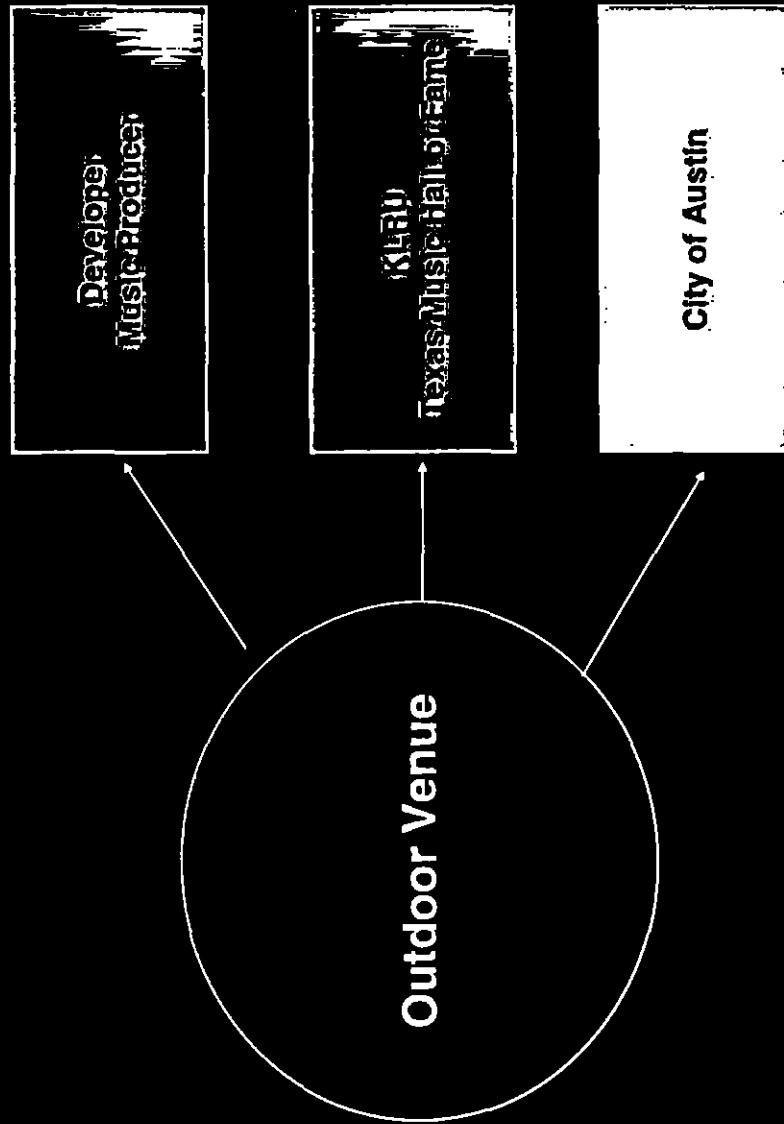
# The Economic



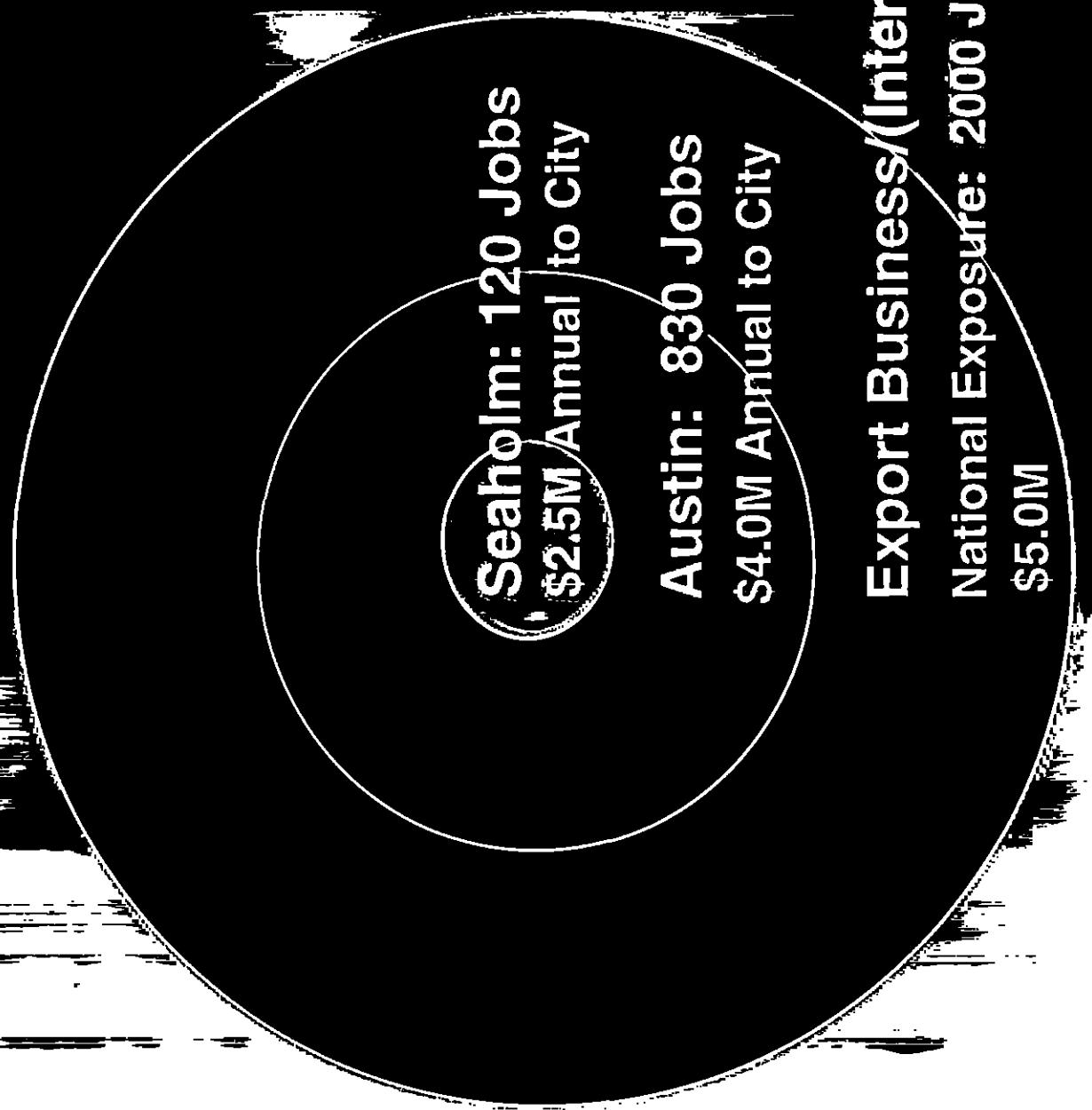
# Power of Music



# The Economic Power Of Music



# The Economic Power Of Music



## Lost Revenues:

- 1) Tickets       $\$50 \times 6,000$       =       $\$ 300,000$
- 2) Beverage/Food       $\$15 \times 6,000$       =       $\$ 90,000$
- 3) Merchandise       $\$ 5 \times 6,000$       =       $\frac{\$ 30,000}{\$420,000}$

$$29 \times \$420,000 = \$12,180,000$$

# Acts that Skipped Austin

- Hootie and the Blowfish
- Harry Connick Jr.
- Jackson Browne
- Indigo Girls
- Diana Krall
- Chicago/EWF
- Counting Crows
- ZZ Top
- Boston
- Neil Young
- Tony Bennett
- Alicia Keys

# Acts that Played other Buildings

- David Bowie
- Bonnie Raitt
- Don Henley
- Lyle Lovett
- Jewel
- C S, & N
- Perfect Circle
- John Mayer
- Michael McDonald
- Hall & Oates
- Norah Jones



